

## CHAPTER 2 Setting for Services

### PROJECT AREA

Stretching from Elk in Mendocino County southward to Fort Ross in Sonoma County, the Redwood Coast region is a unique region of scenery and idyllic communities. The project area is shown in Figure 1. Famous for its redwoods, artists communities, fishing, and tranquility, the beauty of the region draws tourists from all over the world, and particularly from the San Francisco Bay Area and central valley of California. Nonetheless, it is a geographically isolated region accessed by narrow, winding roads and often has adverse weather which makes the tourist season quite short. The isolation also makes it difficult for the 7,500 plus residents to access the economic opportunities and social and medical services of larger communities. The closest cities for such services include Fort Bragg, Ukiah, and Santa Rosa. Fort Bragg is 60 miles north of Gualala (which is roughly the center of the project area), or roughly a 90-minute drive. There is greater shopping availability, medical services (including a dialysis facility), and educational opportunities than within the project area. Ukiah is 60 miles to the northeast (and also a 90-minute drive from Gualala), and is the county seat of Mendocino. Ukiah also is a center for shopping and medical services. Santa Rosa, which is 66 miles and a two-hour drive from Gualala, has the most



extensive medical, shopping, and educational opportunities of the three, as well as the most convenient access to intercity passenger services.

In addition to being geographically isolated by the coastline and mountains, the study area is divided by the two counties, and includes only one incorporated city, Point Arena. There are two sovereign nations as well: the Manchester-Point Arena Rancheria in Mendocino County and the Kashaya Pomo Indian Rancheria in Sonoma County. The county seat for Mendocino County is in Ukiah, and Santa Rosa is the Sonoma County seat. Unincorporated communities include Elk, Manchester, Anchor Bay, and Gualala in Mendocino County and The Sea Ranch and Stewarts Point in Sonoma County. The Redwood Coast represents approximately 5 percent of Mendocino's population, and only 0.6 percent of Sonoma County's population, which often leads to locals feeling left out in the political process in either county.

## **ROAD NETWORK**

State Route (SR) 1 is the lifeline of the study area, providing north-south access. SR 128 provides access from Highway 101 to SR 1 north of Elk via the Anderson Valley. Three smaller, windy roads connect SR 1 to Highway 128: Philo-Greenwood Road near Elk; Mountain View Road near Point Arena, and Fish Rock Road (unpaved) near Anchor Bay. In Sonoma County, access to the valley is via Highway 116 near Jenner, or the windy Stewarts Point Skaggs Springs Road.

Old Stage Road, informally called the Ridge Road, not only provides north-south access in the region, but serves as access to much of the residential areas of the region. In addition, much of the affordable housing is located on "the Ridge."

Manchester, Point Arena, Gualala, and the Sea Ranch are the only areas in the region which have what could be described as a local road network which includes small grid or loop roads. There are no traffic signals in the region.

## **POPULATION**

Population in the Redwood Coast region is shown in Table 1 and Figure 2. The current estimated population for the area is 7,567 individuals. Of these, 4,538, or 60 percent, live in Mendocino County and 3,029, or 40 percent, live in Sonoma County. Within Mendocino County, 43 percent live in the Gualala/Anchor Bay area and 32 percent live in the Point Arena/Iverson Road area. In Sonoma County, 68 percent live in the Sea Ranch and Annapolis area, and 32 percent live south of the Sea Ranch.

U.S. Census data is provided by Census Tracts. The Tracts are divided into Block Groups, and the Block Groups are divided into sometimes upward of 200 individual blocks. The Redwood Coast is comprised of four full Census Tract Block Groups, and two partial Block Groups. Populations and number of households for the partial block groups were calculated by tallying data from individual blocks. For example, there are 31 individual blocks comprising the portion of the Census Block Group which includes Elk in the northern part of the study area. Data from these blocks were tallied and added to the study area. Likewise, there were 28 blocks which are

**TABLE 1: Redwood Coast 2005 Demographics by Block Group**

Census Tract & Block Group	Area Description	Square Miles	Population		Households Total Number	Youths <sup>(1)</sup>		Elderly Persons <sup>(2)</sup>		Mobility Limited Persons <sup>(3)</sup>		Persons Below Poverty Status <sup>(4)</sup>		Zero-Vehicle Households	
			Total Number	Per Sq. Mile		Total Number	Percent of Area	Total Number	Percent of Area	Total Number	Percent of Area	Total Number	Percent of Area	Total Number	Percent of Area
<b>Mendocino County</b>															
110.6 (partial) Elk		39.4	294	7.5	218	21	7.1%	60	20.5%	6	2.2%	34	11.7%	2	1.0%
111.1 Manchester/Irish Beach		267.9	833	3.1	565	59	7.1%	215	25.9%	22	2.6%	152	18.2%	22	4.0%
111.2 Pt. Arena - Iverson Rd.		33.8	1,450	42.9	683	131	9.0%	218	15.0%	51	3.5%	361	24.9%	44	6.4%
111.3 Gualala - Anchor Bay		20.5	1,961	95.7	1,322	109	5.6%	504	25.7%	41	2.1%	56	2.9%	16	1.2%
<b>Total</b>		<b>322.2</b>	<b>4,538</b>	<b>14.1</b>	<b>2,788</b>	<b>320</b>	<b>7.0%</b>	<b>997</b>	<b>22.0%</b>	<b>120</b>	<b>2.6%</b>	<b>603</b>	<b>13.0%</b>	<b>84</b>	<b>3.0%</b>
<b>Sonoma County</b>															
1543.01 BG 1 Sea Ranch / Annapolis		254.1	2,057	8.1	2,222	103	5.0%	747	36.3%	34	1.7%	186	9.1%	23	1.0%
1543.01 BG 2 Stewarts Pt. / Fort Ross		76.7	972	12.7	731	100	10.3%	166	17.1%	26	2.7%	155	16.0%	14	2.0%
<b>Total</b>		<b>330.8</b>	<b>3,029</b>	<b>9.2</b>	<b>2,954</b>	<b>203</b>	<b>6.9%</b>	<b>913</b>	<b>29.4%</b>	<b>61</b>	<b>2.0%</b>	<b>341</b>	<b>11.3%</b>	<b>37</b>	<b>1.3%</b>
<b>Redwood Coast Total</b>		<b>653.0</b>	<b>7,567</b>	<b>11.6</b>	<b>5,742</b>	<b>523</b>	<b>6.9%</b>	<b>1,910</b>	<b>24.9%</b>	<b>180</b>	<b>2.4%</b>	<b>945</b>	<b>12.5%</b>	<b>121</b>	<b>2.1%</b>
<b>Part of... By Place <sup>(6)</sup></b>															
111.2 Point Arena (City)			513		209	49	9.5%	62	13.1%	102	0.0%	124	24.2%	18	9.0%
111.2 MPA Rancheria			196		61	16	8.2%	13	5.9%	82	41.9%	57	29.2%	12	19.7%
1543.01 BG 2 Stewarts Point Rancheria			46		13	3	6.0%	9	19.3%	0	0.0%	26	56.1%	0	0.0%
1543.01 BG 1 The Sea Ranch		16.3	1,629	100.0	1,945	14	0.9%	736	45.2%			<i>data not available</i>			

NOTE: Population and housing growth from 1990 to 2000 for each block group was used to estimate growth from 2000 to 2005.

Note (1): Youth aged 10 to 14 (those who are too young to drive but old enough to use transit).

Note (2): Elderly = 60 and over

Note (3) Mobility Limited includes people aged 16 to 64. Sea Ranch data is included in 1543.01 data.

Note (4) Poverty status includes persons aged 0 to 64. Sea Ranch data is included in 1543.01 data.

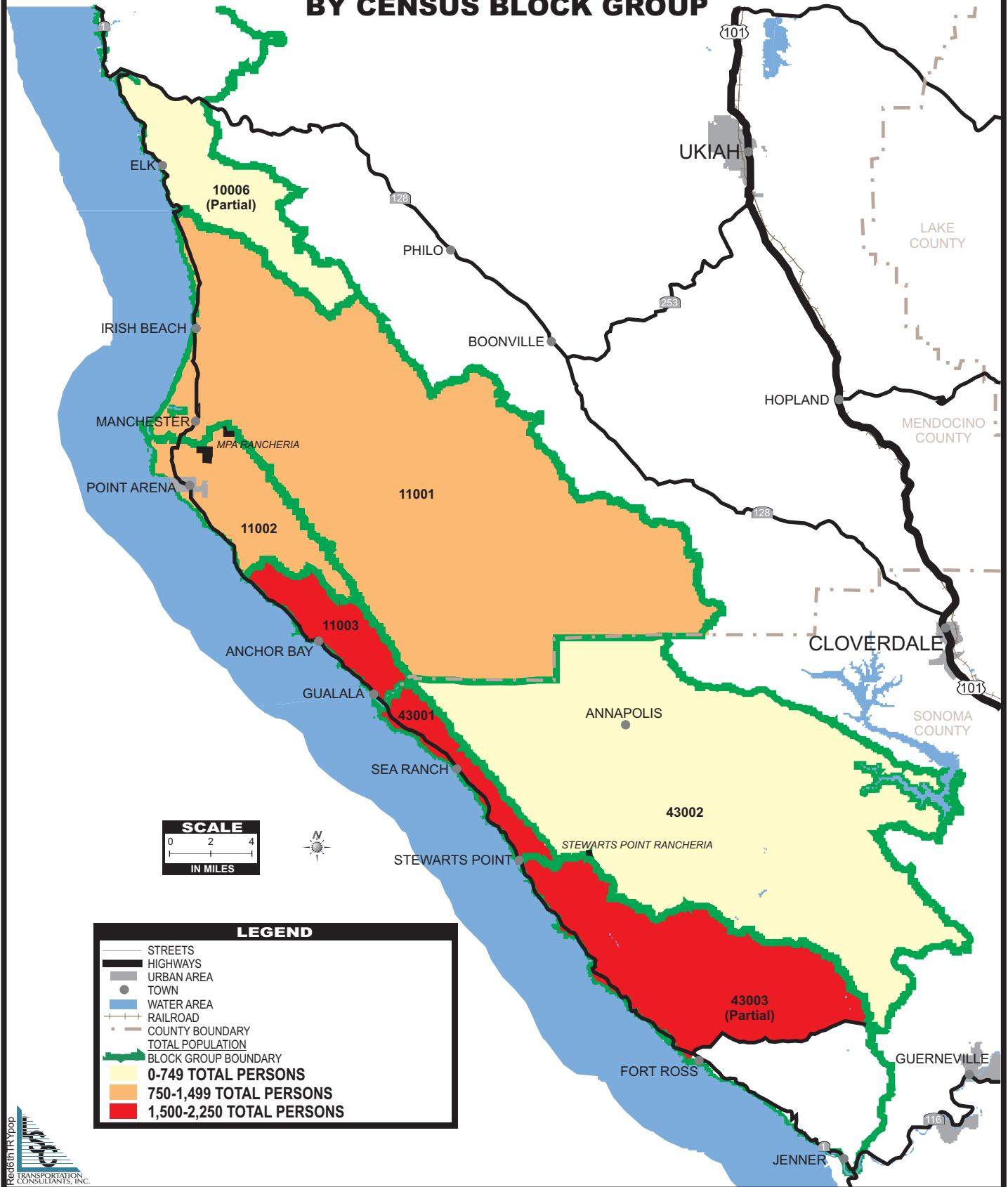
Note (5): 31 Census Blocks were subtracted from the Block Group because they were not in the study area (418 persons)

Note (6): Places are subsets of Census Block Groups, and are included above.

Source: U.S. Census 2000

FIGURE 2

# REDWOOD COAST TOTAL POPULATION BY CENSUS BLOCK GROUP



part of the Stewarts Point/Fort Ross Block Group, but include Jenner and are *not* in the study area. Data from these blocks were tallied and subtracted from Block Group 2 of Census Tract 1543.01.

To arrive at 2005 population estimates, population growth rates between 1990 and 2000 were applied to the 2000 Census Data. For example, Census Tract 111, block group 2, which includes Point Arena, had a population of 1,098 in 1990. The population grew to 1,318 in 2000, or a 20 percent increase. It can therefore be estimated that there was a 10 percent growth increase over the five-year period between the year 2000 and 2005.

### **Transit-Dependent Population**

Nationwide, transit system ridership is drawn in large part from the “transit-dependent” population – the young, the elderly, the low-income population, persons with disabilities, and members of households with no vehicles available. Information on the various transit-dependent population segments was derived from 2000 U.S. Census data. Again, it should be noted that Census Tract 110, Block Group 6 and Census Tract 1543, BG 2 are partial block groups.

Young persons are a transit-dependent population, as those under 16 are unable to drive and may not have a parent available to transport them. In particular, junior high school students who are independent enough to attend after-school activities but are unable to drive are an important group when planning transit services. As shown in Table 1 and Figure 3, there are an estimated 523 transit-dependent youths age 10 to 14 in the study area. These youth under the driving age represented 6.9 percent of the population of the region. The highest number of youths live in the Point Arena/Iverson Road area (131 youths). Block Groups 111.3 (Gualala/Anchor Bay), 1543.01, BG 1 (Sea Ranch/Annapolis) and 1543.01, BG 2 (Stewarts Point/Fort Ross) each have between 100 and 109 youths.

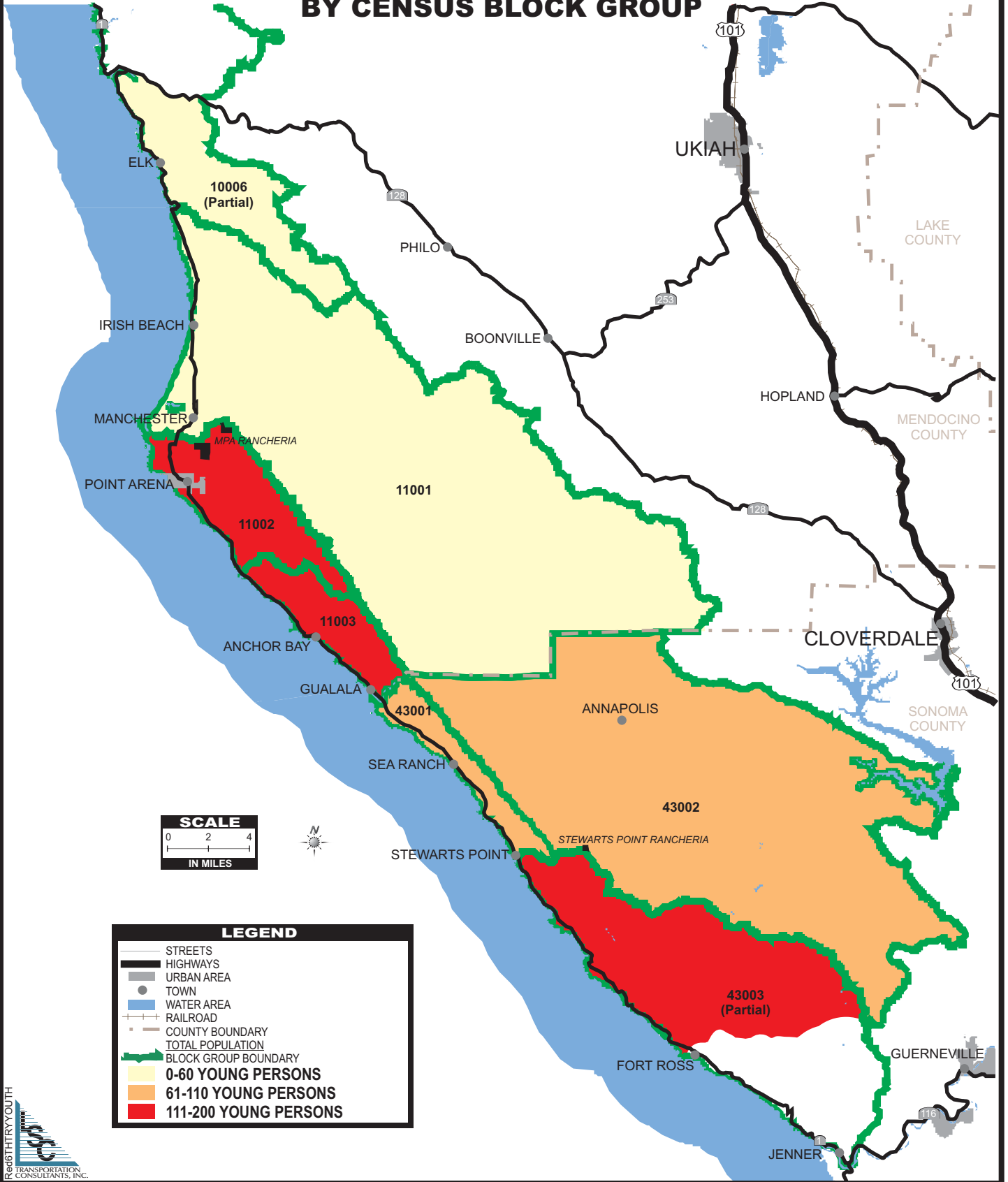
Table 1 and Figure 4 show the elderly population (i.e., aged 60 and over) of the study area. Residents aged 60 and over total 1,910 persons, representing 24.9 percent of the total population. This is a relatively high percentage, compared to the national average of approximately 10 to 12 percent. Block Group 1 in Census Tract 1543.01 has 747 elderly, 36.3 percent. Census Data by zip code indicates within The Sea Ranch alone this number is upwards of 45 percent. Point Arena/Iverson Road have the lowest proportion of elderly at 15.0 percent, but this is still higher than the national average.

Nationwide, approximately 10 percent of the population has some form of disability, although this rate is typically much lower in rural areas. As shown in Table 1 and Figure 5, the Redwood Coast Region has an estimated total of 180 persons with a mobility limitation, representing only 2.4 percent of the population. The percentages of persons with a mobility limitation was highest in the Point Arena/Iverson Road area.

One of the strongest indicators of transportation dependence is households with no vehicle available. Table 1 and Figure 6 show the number of households without vehicles in the region. An estimated 193 households in the study area are without a vehicle available, or 2.1 percent.

FIGURE 3

# REDWOOD COAST YOUTH POPULATION BY CENSUS BLOCK GROUP



Redwood Coast  
TRANSPORTATION  
CONSULTANTS, INC.

FIGURE 4

# REDWOOD COAST ELDERLY POPULATION BY CENSUS BLOCK GROUP

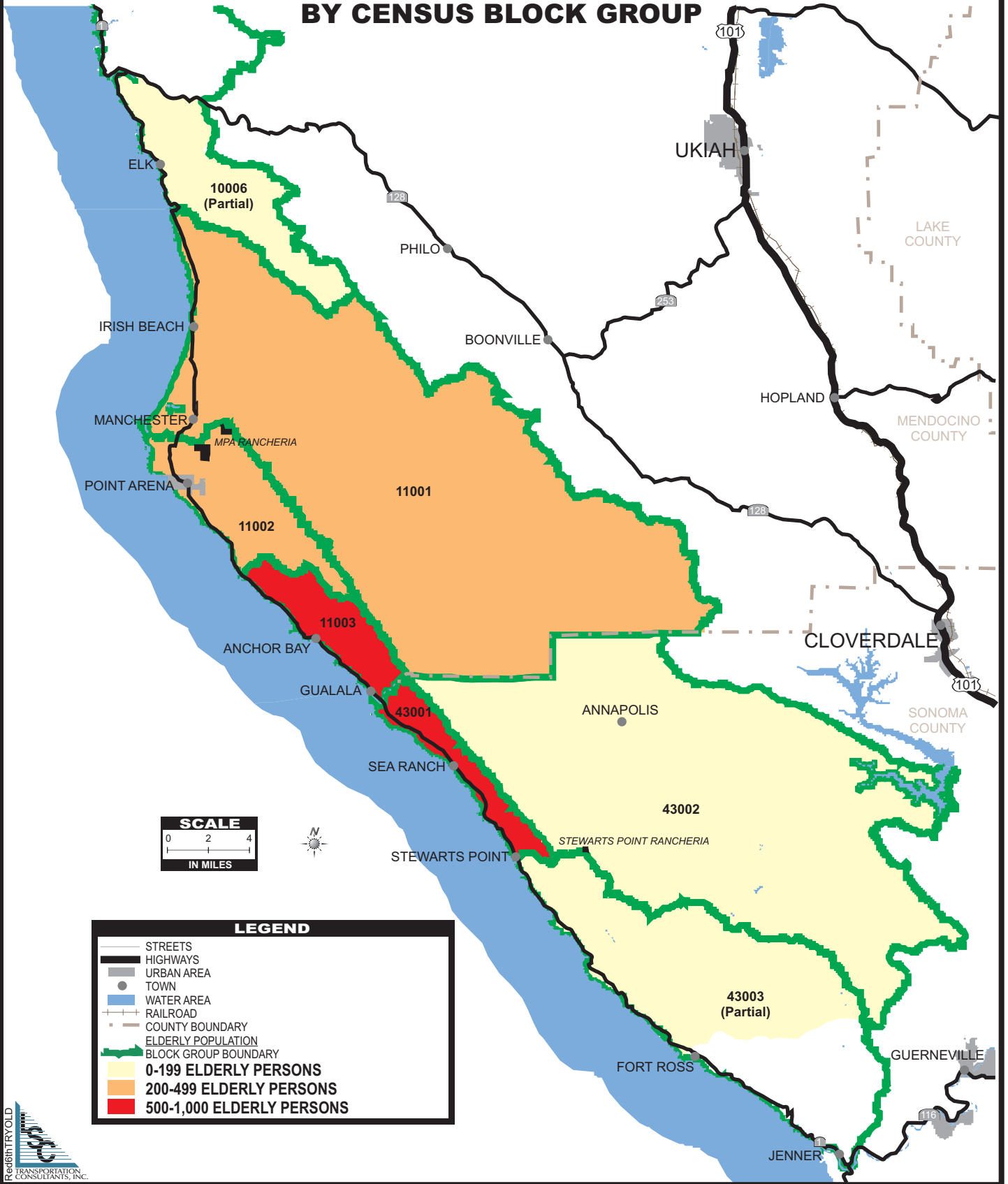


FIGURE 5

# REDWOOD COAST MOBILITY LIMITED POPULATION BY CENSUS BLOCK GROUP

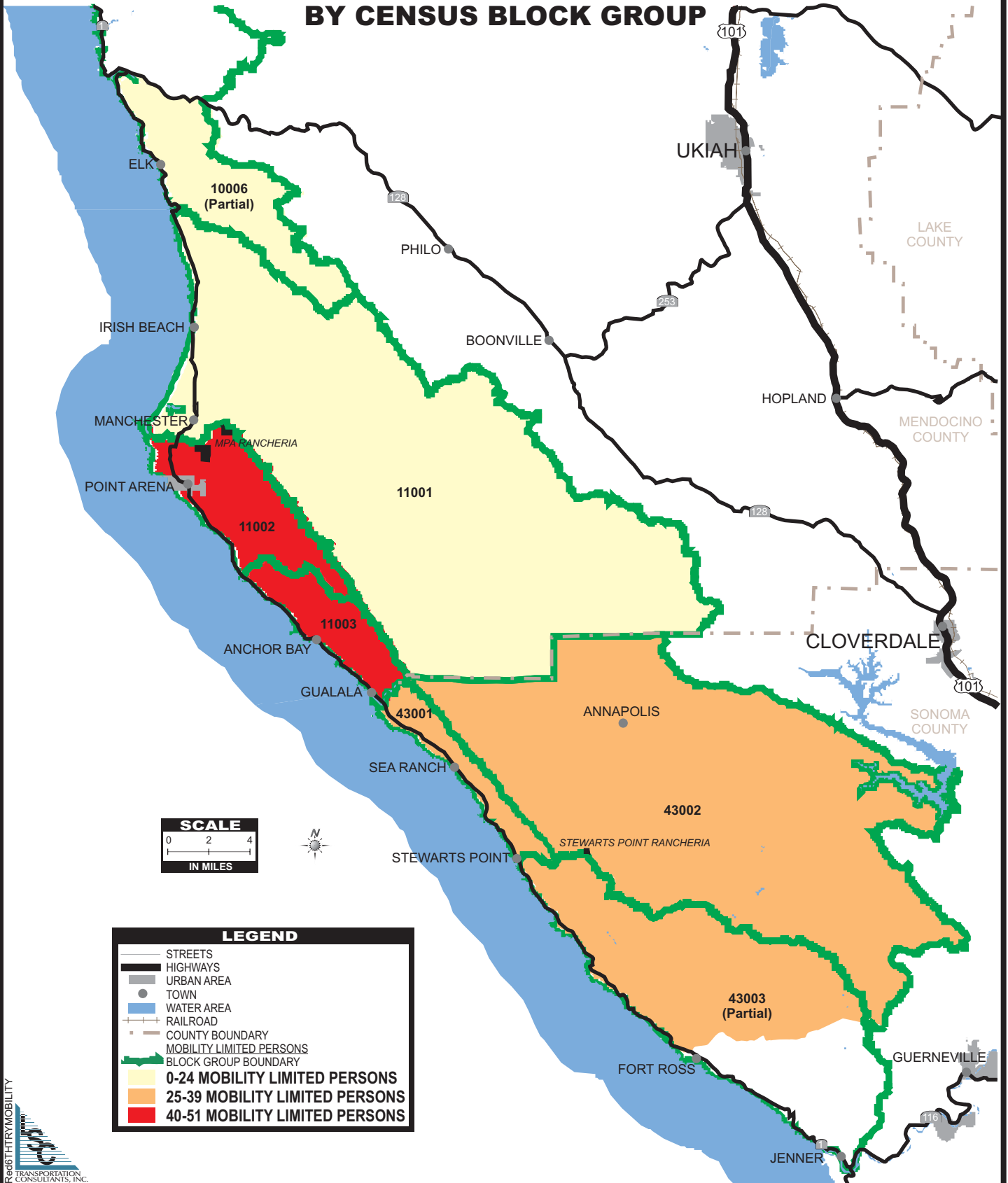
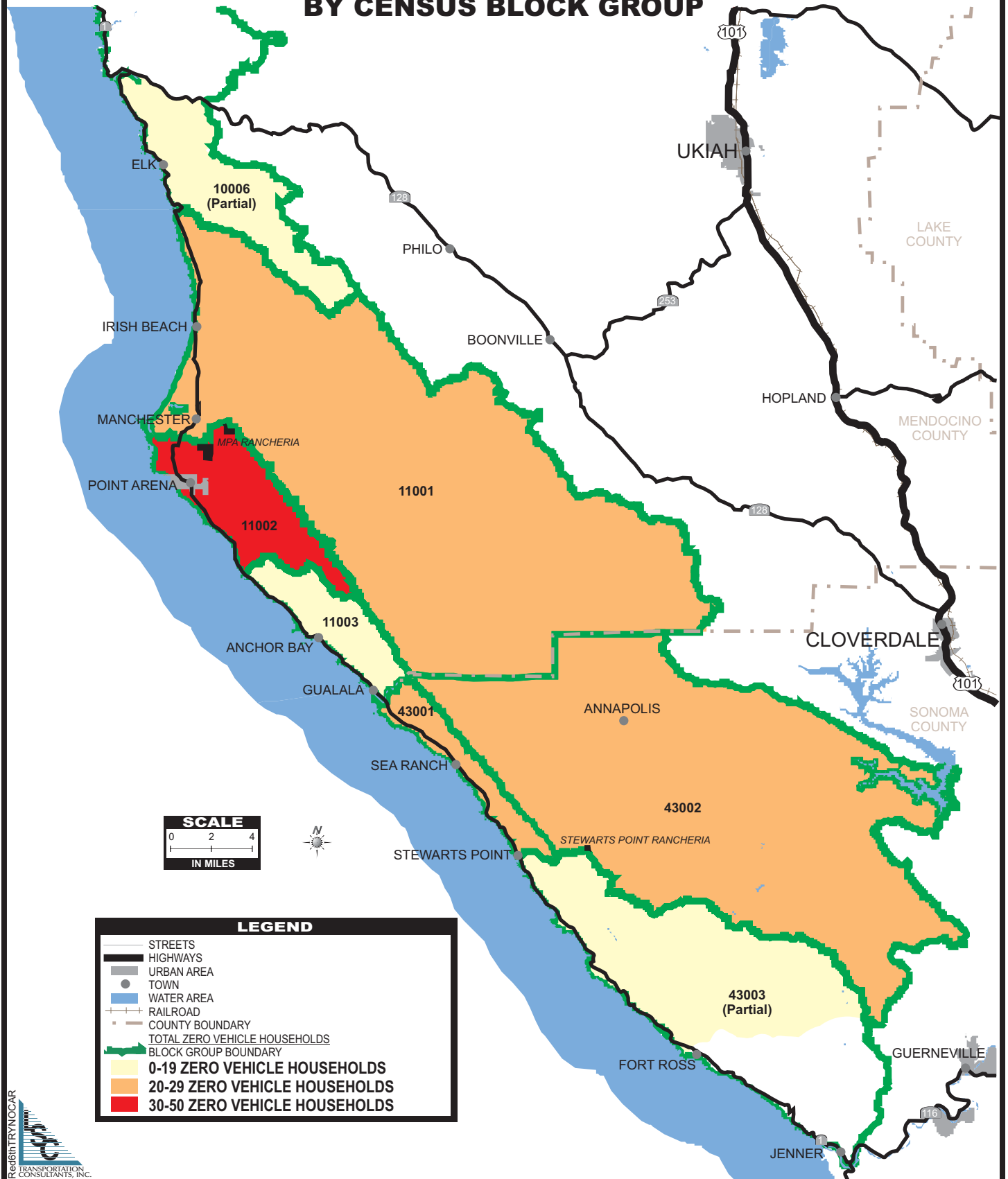




FIGURE 6

# REDWOOD COAST ZERO VEHICLE HOUSEHOLDS BY CENSUS BLOCK GROUP



This number is highest in the Point Arena area, where 93 households are without vehicles, or 6.4 percent. Statewide in California, the average was 9.5 percent, and typically in rural areas it is much lower.

Table 1 and Figure 7 show the number of people living below poverty status in the Redwood Coast region (not including the elderly). In total, an estimated 945 individuals, or 12.5 percent of the region's population live below poverty status. The percentage is particularly high in the Point Arena area, where 361 individuals, or nearly 25 percent, live below poverty. The poverty level is lowest in the Gualala/Anchor Bay area where 56 individuals, or just 2.9 percent, live below poverty.

## **ECONOMY**

The Redwood Coast Region has a strong agricultural background (forestry, ranching, fisheries, and small farms), which has given way to a tourism-driven economy. Job opportunities are found in tourism and visitor support services, building trades, cottage industries, forestry-related jobs, real estate, and education (schools being the single major employer on the Redwood Coast).

The unemployment rate ranged from a low of 1.3 percent in the Manchester/Irish Beach census block, to a high of 10.2 percent in the Point Arena/Iverson Road census block, according to the 2000 Census. Unemployment was also relatively high in the Sea Ranch/Annapolis census block, with 9.2 percent unemployment. Overall, the unemployment rate in the Mendocino portion of the study area was 5.1 percent, and 5.2 percent in the Sonoma County portion of the study area. The unemployment rate was calculated by dividing the number of unemployed by the number of residents in the labor force.

## **EMPLOYMENT**

There are roughly 3,500 jobs on the Redwood Coast judging from the number of employed individuals. Major employers in the region are presented in Table 2. The schools are the largest employers, followed by the Sea Ranch Association, and grocery stores.

## **HOUSING**

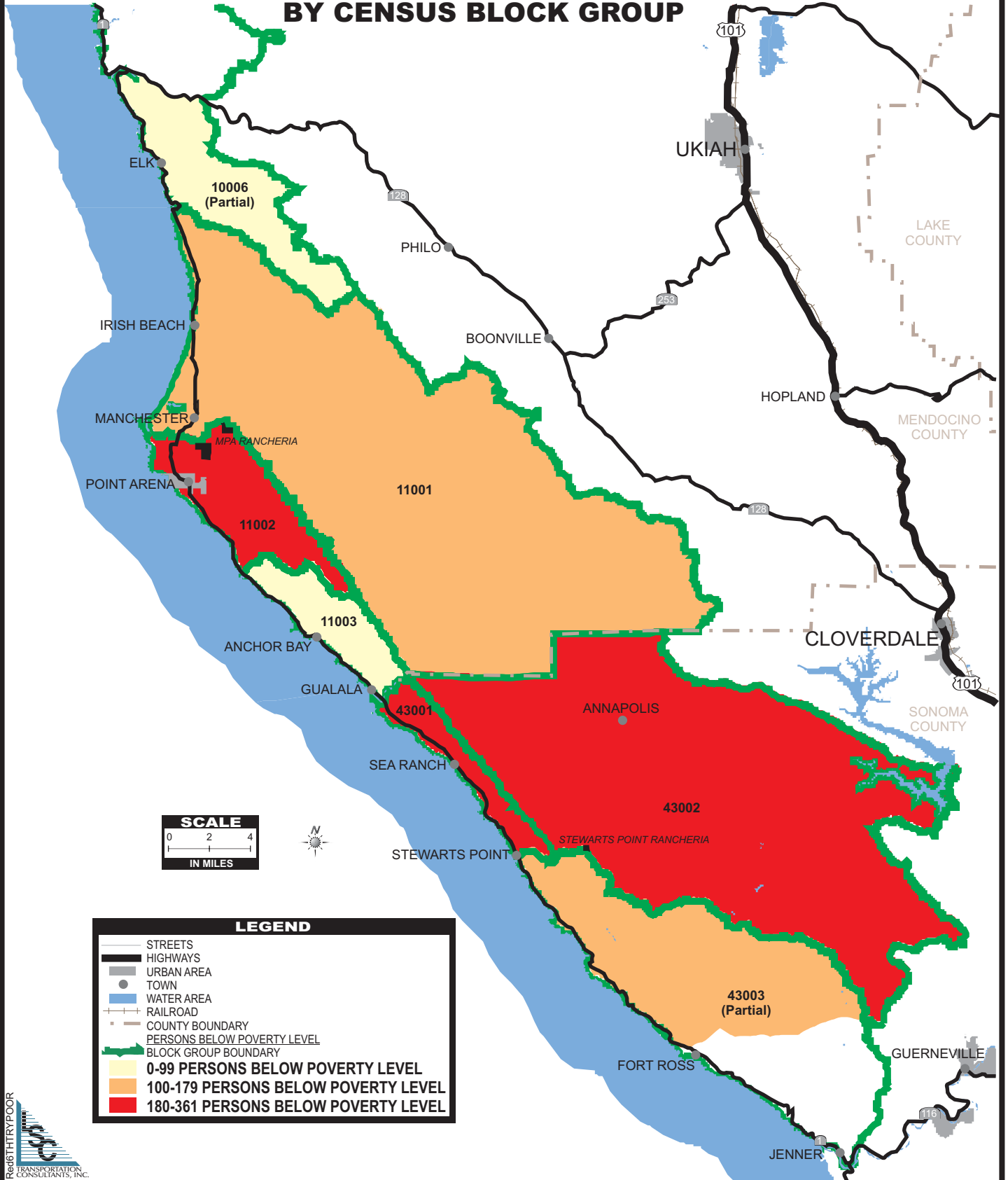
According to the 2000 Census, there were 2,302 houses in the Mendocino County portion of the study area and 2,811 houses in Sonoma County portion of the study area, for a total of 5,113. This is a 29 percent increase over the 1990 census, which recorded a total of 3,956 housing units.

## **SCHOOL ENROLLMENT**

Enrollment in schools serving kindergarten through high school is shown in Table 3. As indicated, there are approximately 700 students in the schools. Arena Union Elementary, which is k-8, has the highest enrollment, followed by Point Arena High School.

FIGURE 7

# REDWOOD COAST PERSONS BELOW POVERTY LEVEL BY CENSUS BLOCK GROUP



**TABLE 2: Redwood Coast Major Employers**

Employer
Point Arena School District
Horicon Elementary School
Manchester Elementary School
Fort Ross Elementary School
Sea Ranch Association
Redwood Coast Medical Center
Sea Ranch Lodge
Surf Grocery
Gualala Grocery
S&B Market and Supply (Manchester)
Breakers Inn
St. Orres Hotel and Restaurant
Jay Baker True Value Hardware

Source: Redwood Coast Chamber of Commerce

**TABLE 3: Redwood Coast Region School Enrollment**

	2002-2003	2004-2005
<b>Preschool</b>		
Point Arena Little School	18	18
State (Point Arena Elem.)	18	18
	<u>36</u>	<u>36</u>
<b>K-12 Schools</b>		
Horicon	88	87
Arena Union Elementary (k-8)	271	230
Pacific Charter School	83	94
Manchester Elementary	71	76
Kashia	9	9
Point Arena High School	190	184
<b>Total K-12 Enrollment</b>	<u>712</u>	<u>680</u>

Source: Action Network, Arena Union School District

In addition, there are two preschools, including Point Arena Little School (PALS) and a State pre-kindergarten operated at Point Arena Elementary School. Each of these programs takes 18 students.

## **SERVICES**

There are no federal, state, or county offices or services located in the Redwood Coast region. Local services include medical clinics at Point Arena, Gualala, and the Manchester Point Arena Rancheria; community centers in Point Arena, Elk, and Gualala, three libraries, and a public pier in Point Arena. There are also 11 churches and religious assemblies.

There are three volunteer fire departments in the Redwood Coast region, as well as two helicopter ambulance services.

Action Network is a non-profit organization that has partnered with Mendocino County's Department of Public Health and Department of Social Services to accomplish a number of community services. Their mission statement is "to identify all community resources and to form a unified, unduplicated front to address our local needs, promoting a stronger, healthier, more productive community for all."

South Coast Seniors, Inc. is a non-profit organization that provides low-cost lunches and transportation to seniors. They use the community centers in Point Arena and Gualala as congregate meal sites.

The Sea Ranch operates under an Association that provides services to its residents, including a landing strip, meeting facilities, a library, and a recreation center with outdoor pools.

The Redwood Coast has one weekly newspaper (the Independent Coast Observer, or ICO), one public FM radio station, two commercial radio stations, and full cable television services.

## **MAJOR ACTIVITY CENTERS**

The identification of major activity centers is useful in determining where transportation services might be needed. Major activity centers are outside of the region in Fort Bragg, Ukiah, and Santa Rosa. Below is a discussion of the activity centers within the region, which tend to be concentrated around the town areas of Gualala and Point Arena. Activity centers have been divided into several categories, as listed below.

### **Social and Support Services**

- Action Network
- Gualala Community Center
- South Coast Senior Center (at the Point Arena Community Center)
- Elk Community Center

## **Government**

- U.S. Post Office, Gualala
- U.S. Post Office, Point Arena
- U.S. Post Office, Stewarts Point
- Point Arena City Hall
- Arena Justice Court
- Veteran’s Hall and County Court

## **Medical and Dental**

- Redwood Coast Medical Clinic (RCMC), includes:
  - Gualala Medical Clinic, 46900 Ocean Drive, Gualala
  - Point Arena Medical Clinic, 30 Mill Street
  - Point Arena Dental Clinic, 175 Mains Street
  - Counseling Services, 38550 South Highway 1, Gualala
  - Hospice/Respite Program, 175 Main Street, Point Arena
- Allen B. Cox, DDS
- Arena Pharmacy
- Gualala Pharmacy

## **Partial Listing of Shopping, Groceries, and Services**

- Gualala Supermarket
- Surf Supermarket, Inc.
- Stewarts Point Store
- Point Arena-Manchester

## **Accommodations**

- Breakers Inn
- Gualala Country Inn
- Mar Vista Cottages
- North Coast Country Inn
- Sea Ranch Lodge & Village
- Seacliff on the Bluff
- Surf Motel at Gualala
- St. Orres Fine Dining & Lodging
- The Gualala Hotel & Restaurant
- The Old Milano Cottages
- The Secret Garden Bed & Breakfast
- Whale Watch Inn

## **Campgrounds**

- Gualala River Redwood Park
- Manchester Beach KOA Kampground
- Ocean Cove Campground and Store
- Rollerville Junction

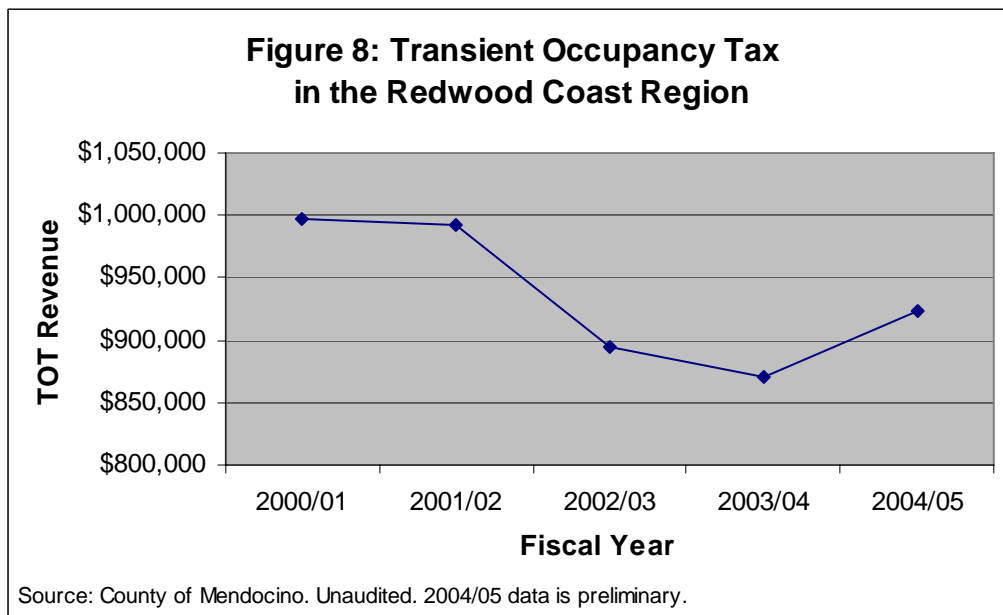
## **Education and Libraries**

- Point Arena High School
- Pacific Community Charter School
- Arena Elementary School
- Manchester Elementary School
- Horicon Elementary School
- Kashia Reservation School
- Arena Preschool
- Point Arena Little School (PALS)
- South Coast Day Car

## VISITOR ACTIVITY AND LODGING TAX

Accommodations in the Redwood Coast region include 14 hotels/motels, six bed and breakfasts, eight campgrounds, and over 350 vacation rental homes. The Transient Occupancy Tax (TOT) is 10 percent.

Visitor activity to the area is best judged by lodging tax receipts, though campers, day visitors, and tourists passing through the area are not reflected in these numbers. Figure 8 shows the Transient Occupancy Tax (TOT) receipts on the Mendocino portion of the Redwood Coast for the past five fiscal years. The TOT receipts nearly reached a million dollars in fiscal year 2000/01, but decreased after terrorist attacks in September 2001. TOT taxes indicate a recovery this year with an estimated \$923,000. It is assumed the Sonoma County portion of the region had a similar trend.



## SPECIAL EVENTS

The following special events are held annually in the Redwood Coast.

### *January*

- “Berlin & Beyond” Film Festival
- Mendocino *Crab & Wine Days*

### *February*

- RCMS *Be Our Guest Food & Wine Affair*

### *March*

- Traditional St. Patrick's Day Dinners in Gualala & Elk
- Redwood Coast *Whale & Jazz Festival*

### *April*

- Spring Break – Easter Events
- Redwood Coast Earth Fair

### *May*

- PAHS Boosters Club Golf Event
- Soroptimists' *Architectural Tour & Wine Tasting*
- Gualala Arts' Saturday Art Fest

### *June*

- School Graduations
- RCHS "Dog Days and Cat Naps of Summer" Raffle & Silent Auction
- Redwood Coast Health & Wellness Fair

### *July*

- Adventure Rents' Moonlight Flotillas & River Beach Picnics
- Point Arena Lighthouse Moonlight Tour & Wine Tasting
- Gualala Arts' Saturday Art Fest
- Independence Day Celebrations: Parade, Street Fair & Fireworks – Point Arena
- Annual Acorn Picnic – Gualala
- Kite Flying Festival – Pt. Arena Lighthouse
- SF Mime Troup – Arena Theater in Point Arena
- Sand Castle Contest – Anchor Bay
- *Living History Day* – Fort Ross State Historic Park

### *August*

- Fisherman's *Harbor & Seafood Festival* – Arena Cove
- Adventure Rents' Moonlight Flotillas & River Beach Picnics
- Point Arena Lighthouse Moonlight Tour & Wine Tasting
- Gualala Arts *Art in the Redwoods Festival*
- Gualala River Watershed Celebration
- *Great Day in Elk*
- Redwood Coast Riders "Beat the Heat" Motorcycle Poker Run
- Gualala Arts' *Studio Discovery Tour*

### *October*

- Redwood Coast *Scarecrow Country*
- Gualala Arts' Saturday Art Fest



*November*

- Gualala Rotary *Harvest Hop*
- Community Fall Festival
- Gualala Arts Thanksgiving Indoor Holiday Crafts Sale

*December*

- Redwood Coast *Wine & Mushroom Fest* Events
- Sea Ranch Lodge *Camp Mushroom*
- *Christmas on the Coast* Events: Renaissance Madrigal Feaste, Holiday *Hospitality Open House* Nights, Holiday Caroling & Concerts, Holiday Lighting Displays

Ongoing events include monthly winemaker's dinners at Sea Ranch Lodge & Village, seasonal farmer's market, local fundraiser dinners and dances, auctions and golf tournaments, picnics and pancake breakfasts, art openings and exhibits, films and live entertainment.

## CHAPTER 3

# Transportation Services

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The following discussion presents information on the existing transportation providers in the Redwood Coast region, as well as the role of agencies responsible for transportation planning.

### **MENDOCINO TRANSIT AUTHORITY**

MTA was established in 1976 under a Joint Powers Agency (JPA) agreement between the County of Mendocino and the four incorporated cities of Fort Bragg, Point Arena, Willits, and Ukiah. Originally, MTA provided a base service between the county seat of Ukiah and the outlying areas of Covelo, Fort Bragg, Mendocino, Point Arena, and Gualala. Over the years, MTA has evolved into a county-wide transit system providing a broad base of transit coverage throughout the County through three distinct yet interrelated regional divisions—the South Coast Bus Service, North Coast Bus Service, and the Inland Bus Service. It grew from a system with a budget of \$250,000 providing 5,400 one-way passenger trips in 1977 to a budget of over \$3 million serving over 410,500 one-way passenger trips.

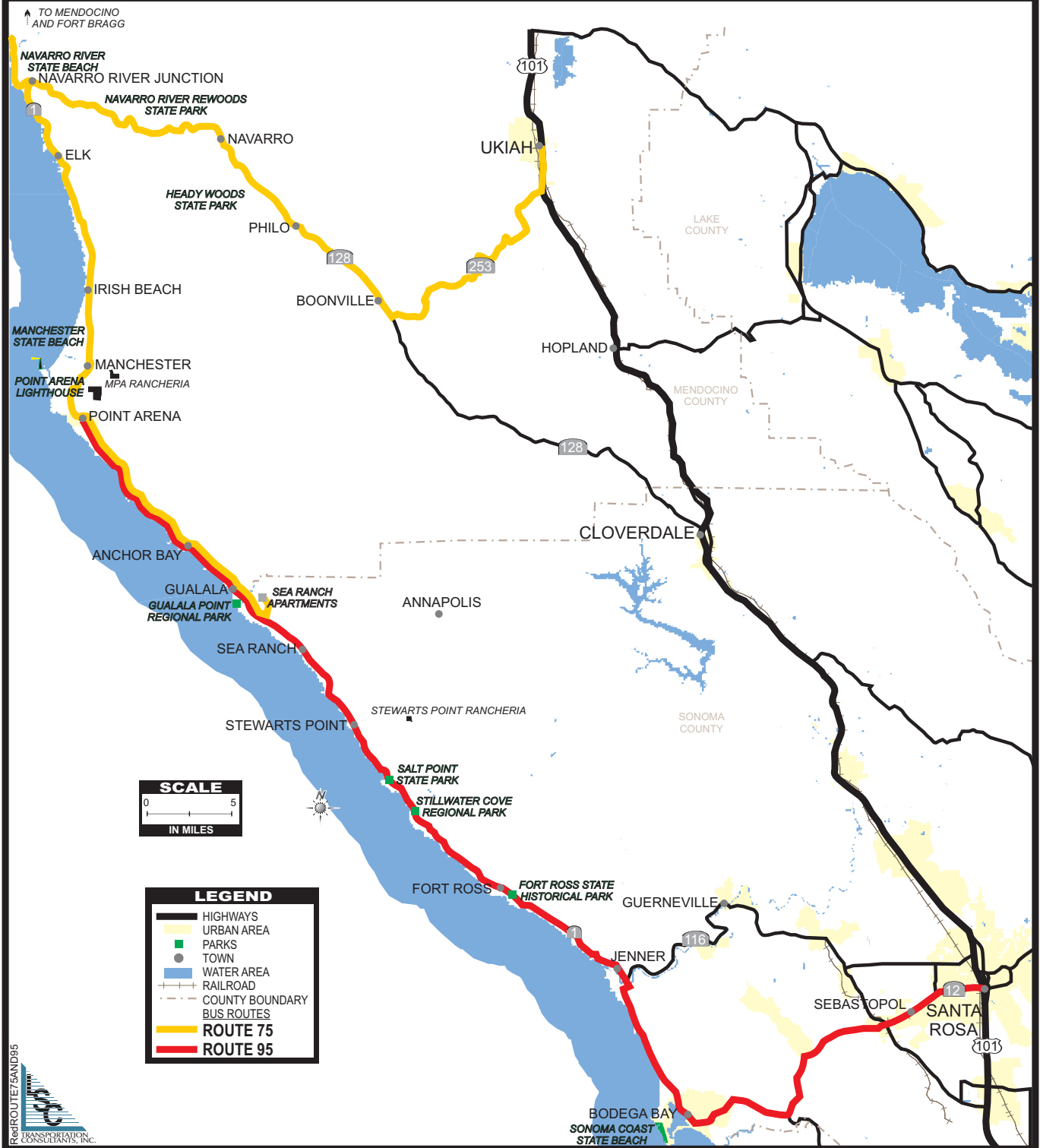
MTA operates in-house with the exception of six individually contracted senior center paratransit services. The General Manager reports to the Mendocino Transit Authority Board of Directors, which is made up of seven members. Three are County representatives, and the remaining four represent each of the four incorporated cities of Point Arena, Fort Bragg, Willits, and Ukiah. Sonoma County Transit (STA) contracts with MTA for services that are bi-county.

### **South Coast Routes**

There are two routes serving the South Coast, as shown in Figure 9. Route 75 operates along State Route 1 between Gualala and Ukiah via SR 1, Highway 128 and Highway 253, with transfers available at the Navarro River Junction to Fort Bragg. Service is provided Monday through Friday. The morning bus leaves the Sea Ranch Apartments at 7:35 a.m., arriving in Gualala at 7:45 a.m., Point Arena at 8:10 a.m., and the Navarro River Junction at 8:55 a.m. Riders may continue on from here to Ukiah, arriving at library in Ukiah at 10:35 a.m., or may transfer to Route 60 to Fort Bragg which arrives at the Boatyard at 9:50 A.M. and at Footlighters at 10:24 a.m. Route 75 leaves Ukiah for the return trip at 3:05 p.m., arriving at Navarro River Junction at 4:40 p.m. where transfers are available from Fort Bragg. The bus continues southward, arriving at Point Arena at 5:30 p.m. and Gualala at 5:55 p.m. The bus continues to the Sea Ranch apartments by request. Travel time on the route is approximately three hours from start to finish. Once in Fort Bragg or Ukiah, dial-a-ride service is available to all riders. Ukiah also has a fixed route service on hourly headways. The Route 75 schedule is shown in Table 4.

Route 95 is operated daily between Point Arena and Santa Rosa. Monday through Saturday the bus leaves Point Arena at 8:00 a.m., arriving at the Transit Mall in Santa Rosa at 11:00 a.m. On Sundays, the bus leaves at 10:00 a.m., arriving at the Transit Mall at 1:00 p.m. The bus travels via SR 1 to Jenner, then along Highway 116 to Sebastopol and Santa Rosa. Once in Santa Rosa, passengers can transfer to Golden Gate Transit, Amtrak, Greyhound, or Santa Rosa

FIGURE 9  
**MTA SOUTH COAST  
 ROUTES**



RedROUTE75AND95  
 TRANSPORTATION CONSULTANTS, INC.

**TABLE 4 : MTA Route 75 Schedule**

The Sea Ranch / Gualala to Ukiah or Fort Bragg, Monday through Friday

<b>Morning Service</b>		<b>Afternoon Service</b>	
<b>Sea Ranch / Gualala to Ukiah</b>		<b>Ukiah to Gualala / Sea Ranch</b>	
<b>Stop</b>	<b>Time</b>	<b>Stop</b>	<b>Time</b>
Sea Ranch Apartments	7:35	Ukiah Library	3:05
Gualala	7:45	Boonville	3:45
Anchor Bay	7:50	Philo	3:55
Point Arena	8:10	Navarro	4:15
Manchester	8:20	Navarro River Junction	4:45
Elk	8:45	Elk	4:55
Navarro River Junction	8:55	Manchester	5:15
Navarro	9:15	Point Arena	5:30
Philo	9:30	Anchor Bay	5:50
Boonville	9:55	Gualala	5:55
Ukiah Library	10:35	Sea Ranch Apartments	by request
<b>Transfer to Fort Bragg</b>		<b>Transfer From Fort Bragg</b>	
Navarro River Junction	8:55	Ft. Bragg (Footlighters)	3:36
Albion	9:05	Ft. Bragg (Rite Aid)	3:45
Little River	9:15	Ft. Bragg (CR)	3:52
Mendocino (Cookie Company)	9:20	Fort Bragg (Boatyard)	3:55
Mendocino (Kasten & Little Lake)	9:27	Mendocino (Kasten & Little Lake)	4:20
Ft. Bragg (CR)	by request	Mendocino (Cookie Company)	4:17
Fort Bragg (Boatyard)	9:50	Little River	4:25
Ft. Bragg (Rite Aid)	10:15	Albion	4:35
Ft. Bragg (Footlighters)	10:24	Navarro River Junction	4:45

Transfer point

Source: LSC Transportation Consultants, Inc. (from MTA schedule)

Redwood Coast Provider Tables.xls

Transit. Transfers to Amtrak and Greyhound tend to be unreliable because of poor schedule adherence. The Route 95 driver will make drop-offs within a three mile radius of the 2nd Street Transit Mall on a first-come, time-permitting basis. The bus will also take passengers to the county airport for an additional fee. The bus makes a return trip daily leaving the transit mall at 4:15 p.m. arriving in Point Arena at 7:05 p.m. The Route 95 schedule is shown in Table 5.

MTA bus stop signs mark bus stops for both routes. In addition, passengers are able to flag the bus down along the route, as long as there is a safe place to pull over. Tables 4 and 5 describe the locations of bus stops along both routes.

### Discontinued Services

As part of Route 75, MTA previously ran a morning tripper on school days. Students were traveling to Elk to catch a school bus to schools with good reputations in Mendocino and Fort Bragg. The vehicle was stored overnight in Point Arena. Pick-ups were in downtown Point Arena, at the Point Arena City Hall, a flag stop in Manchester, and drop off in Elk. The vehicle then returned in service to Point Arena, and after a brief break became the Route 95 bus to Santa Rosa and back. The service was discontinued because when the school Superintendent left many students chose to return to their home schools and ridership declined.

**TABLE 5: MTA Route 95 Schedule**

**Point Arena to Santa Rosa, Daily**

<b>Morning Service</b>			<b>Afternoon Service</b>	
<b>Southbound/Inland</b>			<b>Coast-bound/Northbound</b>	
<b>Stop</b>	<b>Mon-Sat</b>	<b>Sun.</b>	<b>Stop</b>	<b>Daily</b>
Point Arena	8:00	10:00	Sonoma County Airport Express	3:45
Anchor Bay	8:15	10:15	Coddington (library)	4:00
Gualala	8:30	10:30	2nd Street Transit Mall	4:15
Sea Ranch Apartments	8:35	10:35	Grehound Depot	4:18
Sea Ranch (lodge)	8:45	10:45	Amtrak bus	4:22
Stewarts Point	8:50	10:50	Sebastopol	4:35
Fort Ross Store *	9:10	11:10	Freestone (turnoff) *	4:45
Jenner	9:40	11:40	Bodega *	4:50
Bodega Bay	10:15	12:15	Bodega Bay *	5:00
Bodega	10:20	12:20	Jenner	5:30
Freestone (turnoff) *	10:25	12:25	Fort Ross Store *	6:00
Sebastopol *	10:35	12:35	Stewarts Point *	6:20
Amtrak bus	by request	by request	Sea Ranch (lodge)	by request
Grehound Depot	by request	by request	Sea Ranch Apartments	by request
2nd Street Transit Mall	11:00	1:00	Gualala	6:45
Coddington (library)	by request	by request	Anchor Bay	6:50
Sonoma County Airport Express	by request	by request	Point Arena	7:05

\* Flag Stops--bus stops only if passenger waves driver down.

Source: LSC Transportation Consultants, Inc. (from MTA schedule)

Redwood Coast Provider Tables.xls

When the school tripper was discontinued, MTA instead operated an additional South Coast Service, Route 70, from October 2004 to June 2005. While this is a short time to operate a new route, the route was dropped because MTA needed to reduce overall service by 8 percent due to escalating costs, and Route 70 was performing poorly. The service ran between Gualala and Fort Bragg on Saturdays.

**Fares**

Fares on the South Coast routes are distance-based, with full fares ranging from \$0.75 to \$5.50 for one-way trips on Route 75, and \$2.75 to \$6.75 on Route 95. Discounts are available to seniors and disabled citizens, and to students on Route 95. Round-trip tickets are less than two one-way tickets. The fare structure for Route 75 is shown in Table 6, and Route 95 is shown in Table 7.

**Ridership and Service Performance**

Ridership by Month and Year

MTA compiled average daily ridership by week for Routes 75 and 95. Based on the number of service days in a month, this data was used to estimate monthly ridership over the past several years. Estimated ridership by month and year is shown in Table 8 and Figure 10 for Route 75. As indicated, Ridership has dropped substantially, from an estimated 13,640 in 2000 to 8,780 in

**TABLE 6: Fare Structure for Route 75**

To:		From							
		Gualala, Anchor Bay	Pt. Arena	Manchester	Elk	Ft. Bragg, Mendocino	Navarro	Philo, Boonville	Ukiah
Gualala	one way	0.75	0.75	1.50	2.75	4.25	3.50	4.25	5.50
Anchor Bay	round trip	--	--	--	4.50	6.75	5.50	6.75	9.00
Pt. Arena	one way	0.75	0.75	0.75	2.00	3.50	2.75	3.50	5.00
	round trip	--	--	--	--	5.50	4.50	5.50	8.00
Manchester	one way			0.75	2.00	3.50	2.75	3.50	5.00
	round trip			--	--	5.50	4.50	5.50	8.00
Elk	one way				0.75	2.00	1.50	2.00	3.50
	round trip				--	--	--	--	5.50
Mendocino	one way					0.75	2.00	2.75	4.25
Ft. Bragg	round trip					--	--	4.50	6.75
Navarro	one way						0.75	1.50	2.75
	round trip						--	--	4.50
Philo	one way							0.75	2.00
Boonville	round trip							--	--

Source: MTA Schedule Redwood Coast Provider Tables.xls

**TABLE 7: Fare Structure for Route 95**

Santa Rosa to:	Regular		Student	
	one-way	round-trip	one-way	round-trip
Bodega Bay	\$2.75	\$4.50	\$2.25	\$3.50
Fort Ross				
Stewarts Point	\$5.50	\$9.00	\$4.50	\$7.25
Sea Ranch				
Gualala	\$6.75	\$11.00	\$5.50	\$8.75
Point Arena				

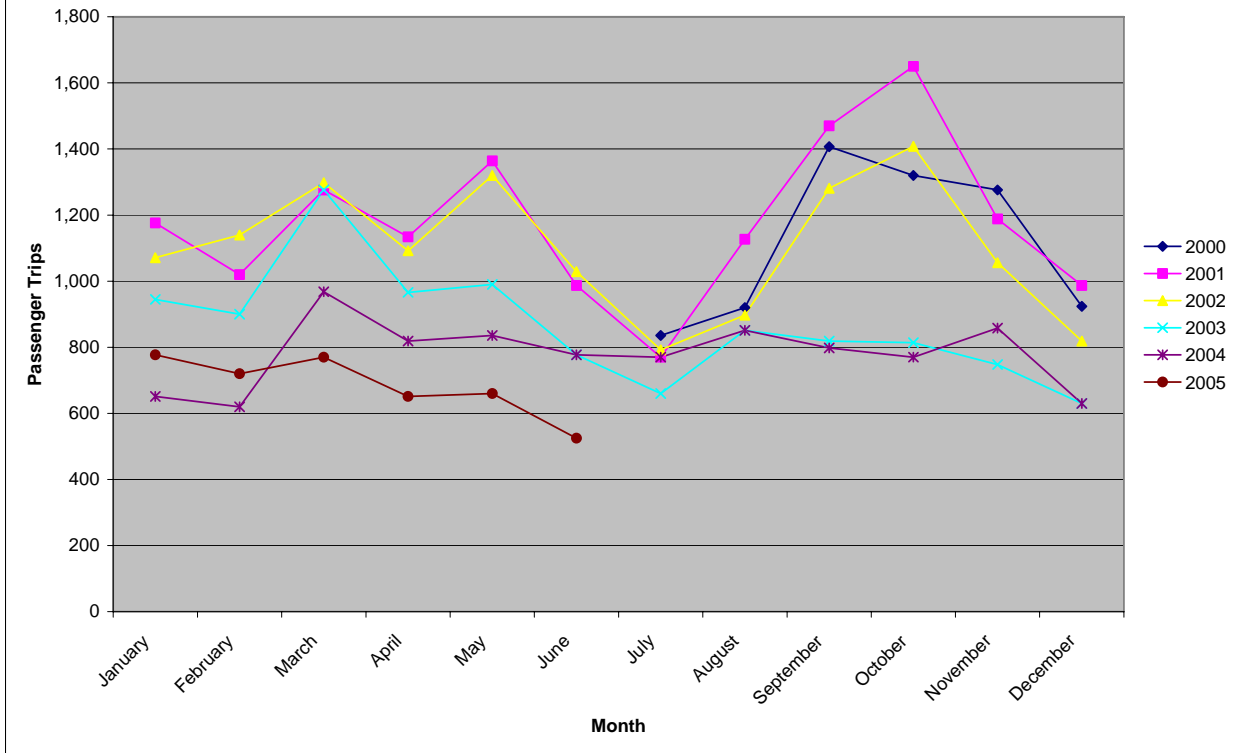
Note: 50% Discount for Senior and Disabled (with Discount Card).  
Source: MTA Schedule Redwood Coast Provider Tables.xls

**TABLE 8: Route 75 Average Monthly Ridership by Year**

Month	2000	2001	2002	2003	2004	2005
January	--	1,176	1,071	945	651	777
February	--	1,020	1,140	900	620	720
March	--	1,276	1,298	1,276	968	770
April	--	1,134	1,092	966	819	651
May	--	1,364	1,320	990	836	660
June	--	987	1,029	777	777	525
July	836	770	792	660	770	--
August	920	1,127	897	851	851	--
September	1,407	1,470	1,281	819	798	--
October	1,320	1,650	1,408	814	770	--
November	1,276	1,188	1,056	748	858	--
December	924	987	819	630	630	--
<b>Total</b>	<b>6,683</b>	<b>14,149</b>	<b>13,203</b>	<b>10,376</b>	<b>9,348</b>	<b>4,103</b>

Source: LSC Transportation Consultants, Inc. Redwood Coast Provider Tables.xls

**Figure 10: Route 75 Ridership by Month & Year**



2004. There is no known explanation for the decrease in service levels, and it is a concern to MTA. Monthly, service peaked in October in the years 2000 to 2002, but the trend was not carried in 2003 or 2004. This is due to the fact that MTA included a school run on Route 75, and student ridership peaked in October and February. The student transportation was discontinued due to low ridership.

Table 9 and Figure 11 show monthly ridership for Route 95. Monthly ridership is steady, with increases of fifteen to twenty percent in the summer months. Route 95 annual ridership decreased slightly in 2004, over 2003, and the first six months of 2005 indicate a continued decrease, though not substantial.

### Ridership by Stop

Data from driver logs was compiled over a week's time in July 2005 for Route 75 and 95. Table 10 shows ridership on Route 75 for July 1, 4, 5, 6 and 7. As indicated, of the 60 passengers, 27 percent boarded in the Gualala/Anchor Bay area, 28 percent boarded in Point Arena, and 38 percent boarded in Philo or Boonville. While the majority were traveling to Ukiah (63 percent), almost 17 percent stayed on the coast (Gualala, Anchor Bay, and Point Arena), while 15 percent transferred and went on to Mendocino or Fort Bragg and 5 percent went to Philo or Boonville.

In May of 2004, a stop serving the Sea Ranch low-income apartments was added to Route 75. Table 11 shows the ridership to the apartment complex. The stop is served daily in the mornings, but is only served in the afternoon if there is a passenger on the bus who requests the stop. As a result, morning service was provided for 256 days, but only 132 passengers boarded the bus, an average of 0.5 passengers per day of service. In comparison, the bus only dropped passengers off on 101 days to average 2.0 passengers per day, or four times the morning rate.

Table 12 shows ridership on Route 95 between June 26 and July 6, 2005. In the morning, 72 passenger trips were made, with 69 percent of the trips originating in Sea Ranch, Gualala, or Point Arena. An additional 14 percent of the trips originated in Bodega Bay, and 10 percent originated in Freestone or Sebastopol. Just over 54 percent of passengers alighted in Santa Rosa, while 18 percent alighted in Stewarts Point or Fort Ross, and 15 percent stayed in the Point Arena/Gualala/Sea Ranch areas.

In the afternoon, 51 percent of the Route 95 trips originated in Santa Rosa, but another 25 percent both boarded and alighted in the Sea Ranch/Gualala/Point Arena area, showing that the service is used somewhat as a local service. Approximately 16 percent boarded in Fort Ross or Stewarts Point, and 6 percent boarded in Sebastopol or Freestone. Over 66 percent alighted in the Sea Ranch/Gualala/Point Arena area. Another 16 percent alighted in Bodega or Bodega Bay. Over 50 percent of the trips originated in or ended in Sonoma County, though the exact percentage is not clear since the Sea Ranch/Gualala/Point Arena trips were counted together. It should be noted that these statistics are based on ticket purchases and not actual boarding and alighting counts.



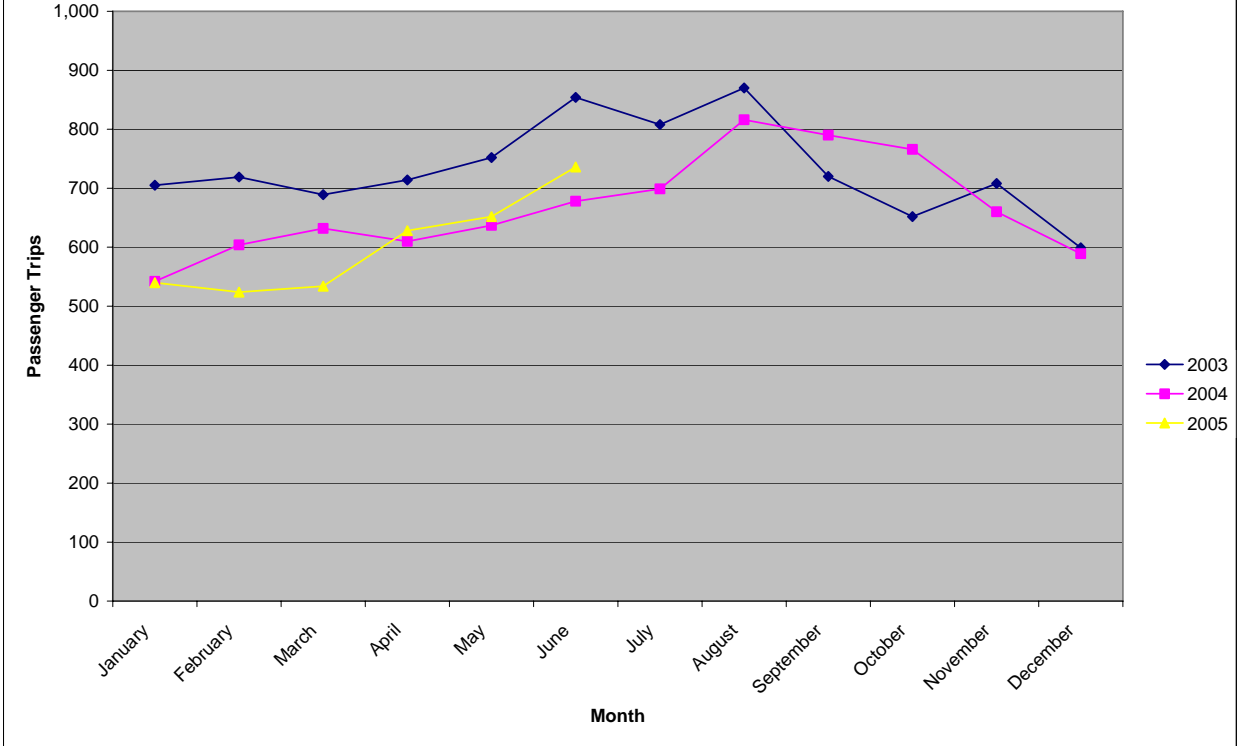
**TABLE 9: Route 95 Estimated Monthly Ridership**

	2003				2004				2005			
	Weekday	Saturday	Sunday	Monthly	Weekday	Saturday	Sunday	Monthly	Weekday	Saturday	Sunday	Monthly
January	528	105	72	705	374	100	68	542	380	85	75	540
February	540	84	95	719	440	84	80	604	380	80	64	524
March	529	76	84	689	460	84	88	632	414	44	76	534
April	550	104	60	714	462	80	68	610	483	85	60	628
May	567	110	75	752	462	85	90	637	462	100	90	652
June	638	104	112	854	506	96	76	678	572	80	84	736
July	616	100	92	808	528	115	56	699	--	--	--	
August	660	80	130	870	594	92	130	816	--	--	--	
September	572	68	80	720	594	100	96	790	--	--	--	
October	462	80	110	652	546	105	115	766	--	--	--	
November	572	72	64	708	484	84	92	660	--	--	--	
December	483	60	56	599	441	52	96	589	--	--	--	
<b>Annual <sup>(1)</sup></b>	<b>6,717</b>	<b>1,043</b>	<b>1,030</b>	<b>8,790</b>	<b>5,891</b>	<b>1,077</b>	<b>1,055</b>	<b>8,023</b>	<b>2,691</b>	<b>474</b>	<b>449</b>	<b>3,614</b>

Note (1): 2005 total is for 6 months.  
 Source: LSC Transportation Consultants, Inc.

Redwood Coast Provider Tables.xls

Figure 11: Route 95 Monthly Ridership



**TABLE 10: Weekly Ridership by Stop on Route 75**

Data from July 1, 4, 5, 6 and 7, 2005

Morning Trip		From							Total	% by Passenger Type
To	Psg. Type	Gualala Anchor Bay	Point Arena Manchester	Elk	Navarro Jct. Navarro	Philo Boonville	Ukiah			
Gualala, Anchor Bay	R	8	0	0	1	0	0	9	90%	
	Free	1	0	0	0	0	0	1	10%	
	S/D	0	0	0	0	0	0	0	0%	
Point Arena Manchester	R	0	0	0	0	0	0	0	0%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Elk	R	0	0	0	0	0	0	0	0%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Albion, Albion Ridge	R	0	0	0	0	0	0	0	0%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Mendocino Fort Bragg	R	1	3	0	0	0	0	4	44%	
	Free	0	1	0	0	0	0	1	11%	
	S/D	2	2	0	0	0	0	4	44%	
Navarro	R	0	0	0	0	0	0	0	0%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Philo Boonville	R	0	0	0	0	3	0	3	100%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Ukiah	R	3	7	0	0	13	0	23	61%	
	Free	0	4	0	2	3	0	9	24%	
	S/D	1	0	0	1	4	0	6	16%	
Subtotal	R	12	10	0	1	16	0	39	65%	
	Free	1	5	0	2	3	0	11	18%	
	S/D	3	2	0	1	4	0	10	17%	
<b>Total</b>		<b>16</b>	<b>17</b>	<b>0</b>	<b>4</b>	<b>23</b>	<b>0</b>	<b>60</b>		
Percent by Area		27%	28%	0%	7%	38%	0%	100%		

Afternoon Trip		From							Total	% by Passenger Type
To	Psg. Type	Ukiah	Booneville Philo	Navarro	Navarro Jct. Elk	Manchester Point Arena	Point Arena			
Ukiah	R	1	0	0	0	0	0	1	100%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Boonville Philo	R	13	1	0	0	0	0	14	70%	
	Free	3	0	0	0	0	0	3	15%	
	S/D	3	0	0	0	0	0	3	0%	
Navarro	R	0	0	0	0	0	0	0	0%	
	Free	3	0	0	0	0	0	3	75%	
	S/D	1	0	0	0	0	0	1	0%	
Albion Ridge Albion	R	0	0	0	0	0	0	0	0%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Fort Bragg Mendocino	R	3	0	0	0	0	0	3	50%	
	Free	1	0	0	0	0	0	1	17%	
	S/D	2	0	0	0	0	0	2	0%	
Elk	R	0	0	1	0	0	0	1	100%	
	Free	0	0	0	0	0	0	0	0%	
	S/D	0	0	0	0	0	0	0	0%	
Manchester Pt. Arena	R	10	0	0	3	0	0	13	81%	
	Free	3	0	0	0	0	0	3	19%	
	S/D	0	0	0	0	0	0	0	0%	
Gualala	R	2	0	1	4	0	0	7	78%	
	Free	0	0	0	1	0	0	1	11%	
	S/D	1	0	0	0	0	0	1	0%	
Pt. Arena Anchor Bay Gualala	R	0	0	0	0	0	7	7	78%	
	Free	0	0	0	0	0	2	2	22%	
	S/D	0	0	0	0	0	0	0	0%	
Subtotal	R	29	1	2	7	0	7	46	70%	
	Free	10	0	0	1	0	2	13	20%	
	S/D	7	0	0	0	0	0	7	11%	
<b>Total</b>		<b>46</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>0</b>	<b>9</b>	<b>66</b>		
Percent by Area		70%	2%	3%	12%	0%	14%	100%		

Note 1: R = Regular, Free (children under 6, employee/family pass, 2nd leg of round trip), S/D = Senior or Disabled  
 Source: MTA, compiled by LSC Transportation Consultants, Inc. Redwood Coast MTA Tables.xls

**TABLE 11: Route 70/75 Ridership From Sea Ranch Apartments**

2004-2005	Morning Service			Afternoon Service		
	Riders	Days	Psgrs/day	Riders	Days <sup>(1)</sup>	Psgrs/day
May 2004	34	26	1.3	30	12	2.5
June	20	26	0.8	11	7	1.6
July	21	26	0.8	5	5	1.0
August	8	27	0.3	10	7	1.4
September	9	26	0.3	21	13	1.6
October	11	26	0.4	20	10	2.0
November	<i>data not available</i>			<i>data not available</i>		
December	4	26	0.2	24	12	2.0
January 2005	<i>data not available</i>			<i>data not available</i>		
February	5	20	0.3	21	11	1.9
March	16	27	0.6	39	15	2.6
April	4	26	0.2	21	9	2.3
May						
<b>Total</b>	<b>132</b>	<b>256</b>	<b>0.5</b>	<b>202</b>	<b>101</b>	<b>2.0</b>
				<b>Riders</b>	<b>Days</b>	<b>Psgrs/day</b>
<b>Combined A.M./P.M. Service</b>				<b>334</b>	<b>256</b>	<b>1.3</b>
<p>Note (1): In the afternoon, Sea Ranch Apartments are served by request only.            Source: MTA</p>						

Redwood Coast Provider Tables.xls

**TABLE 12: Weekly Ridership by Stop on Route 95**

Data from June 26, and July 1 to 6, 2005

Morning Trip		From							Total	
		Psgr. Type	Point Arena Gualala or Sea Ranch	Stewarts Point, Fort Ross	Jenner	Bodega Bay, Bodega	Freestone Sebastapol	Santa Rosa		
Gualala, Sea Ranch	R	8	--	--	--	--	--	8	73%	
	S	0	--	--	--	--	--	0	0%	
	F	1	--	--	--	--	--	1	9%	
	SD	2	--	--	--	--	--	2	18%	
Stewarts Pt. Ft. Ross	R	13	0	--	--	--	--	13	100%	
	S	0	0	--	--	--	--	0	0%	
	F	0	0	--	--	--	--	0	0%	
	SD	0	0	--	--	--	--	0	0%	
Jenner	R	0	0	0	--	--	--	0	0%	
	F	0	0	0	--	--	--	0	0%	
	S	0	0	0	--	--	--	0	0%	
	SD	0	0	0	--	--	--	0	0%	
Bodega Bay Bodega	R	1	0	0	0	--	--	1	100%	
	S	0	0	0	0	--	--	0	0%	
	F	0	0	0	0	--	--	0	0%	
	SD	0	0	0	0	--	--	0	0%	
Freestone Sebastapol	R	0	0	2	0	0	--	2	25%	
	S	0	0	0	0	0	--	0	0%	
	F	0	0	0	0	0	--	0	0%	
	SD	0	0	0	4	2	--	6	75%	
Santa Rosa (airport)	R	14	3	0	1	2	0	20	51%	
	S	3	0	0	0	0	0	3	8%	
	F	4	0	0	1	0	0	5	13%	
	SD	4	0	0	4	3	0	11	28%	
Total	R	36	3	2	1	2	0	44	61%	
	S	3	0	0	0	0	0	3	4%	
	F	5	0	0	1	0	0	6	8%	
	SD	6	0	0	8	5	0	19	26%	
<b>Total</b>		<b>50</b>	<b>3</b>	<b>2</b>	<b>10</b>	<b>7</b>	<b>0</b>	<b>72</b>		
Percent by Area		69%	4%	3%	14%	10%	0%			

Afternoon Trip		From						Total	
		Psgr. Type	Santa Rosa	Sebastapol, Freestone	Bodega, Bodega Bay	Jenner	Fort Ross, Stewarts Point		
Gualala, Sea Ranch	R	8	1	0	0	11	16	36	80%
	S	2	0	0	0	0	0	2	4%
	F	3	0	0	0	0	1	4	9%
	SD	3	0	0	0	0	0	3	7%
Stewarts Pt. Ft. Ross	R	1	0	0	0	0	--	1	20%
	S	0	0	0	0	0	--	0	0%
	F	3	0	0	0	0	--	3	60%
	SD	0	0	1	0	0	--	1	20%
Jenner	R	1	1	0	0	--	--	2	0%
	S	0	0	0	0	--	--	0	0%
	F	0	0	0	0	--	--	0	0%
	SD	0	0	0	0	--	--	0	0%
Bodega Bay Bodega	R	3	0	0	--	--	--	3	27%
	S	2	0	0	--	--	--	2	18%
	F	2	0	0	--	--	--	2	18%
	SD	3	1	0	--	--	--	4	36%
Freestone Sebastapol	R	0	0	--	--	--	--	0	0%
	S	0	0	--	--	--	--	0	0%
	F	0	0	--	--	--	--	0	0%
	SD	4	1	--	--	--	--	5	100%
Santa Rosa	R	0	--	--	--	--	--	0	0%
	S	0	--	--	--	--	--	0	0%
	F	0	--	--	--	--	--	0	0%
	SD	0	--	--	--	--	--	0	0%
Total	R	13	2	0	0	11	16	42	62%
	S	4	0	0	0	0	0	4	6%
	F	8	0	0	0	0	1	9	13%
	SD	10	2	1	0	0	0	13	19%
<b>Total</b>		<b>35</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>11</b>	<b>17</b>	<b>68</b>	
Percent by Area		51%	6%	1%	0%	16%	25%	100%	

Note 1: R = Regular, S = Student, F=Free (child, employee/family pass, 2nd leg of trip), SD = Senior or Disabled  
 Source: LSC Transportation Consultants, Inc. Redwood Coast Provider Tables.xls

## Ridership Passenger Type

Fares on Route 75 were categorized into three types: *regular*, *senior or disabled*, and *free* (youth under age six, employee or family pass, or someone completing the second leg of their trip). As indicated in Table 10, the majority of the 126 passengers were regular fares (67 percent), while 19 percent were free and 13 percent qualified as senior or disabled.

On Route 95, the fare category also includes students, which accounted for 5 percent of the 140 riders. The majority were regular fares (61 percent), while 8 percent were free. Nearly twice as many senior or disabled passengers used Route 95 compared to those who used Route 75: 32 individuals, or 23 percent purchased senior or disabled fares.

## **MTA Financial Analysis**

MTA's General Manager and the MTA Management Team prepare annual operating budgets and five-year capital plans.

## Revenue

Revenue is from a variety of sources, as shown in Table 13. TDA funding, in the form of Local Transportation Fund (LTF) is the largest source, accounting for nearly 65 percent of the total \$2,893,869 revenue. A Federal 5311 grant accounted for 5 percent of the revenue in fiscal year 2004/2005. Fares brought in 15.8 percent of the revenue, which is down from 17.3 percent the previous year. MTA operated at a net loss of \$149,285 in fiscal year 2004/2005.

## Operating Expenses and Characteristics

Table 14 shows MTA operating characteristics for fiscal years 2002-2003 to 2004-2005 for routes 75 and 95, and systemwide. Both systemwide and on Route 95, costs increased in FY 2003/2004 but decreased in FY 2004/2005. However, overall costs for Route 75 have decreased since FY 2002/2003.

One important measure of a transit system's cost effectiveness is the subsidy required per passenger trip. As indicated in Table 14, the subsidy required per passenger has increased substantially on route 95, from \$16.24 per passenger in FY 2002/2003, to \$25.07 per passenger in FY 2004/2005. The subsidy per passenger has also increased on Route 75, though not as dramatically, from \$10.14 in FY 2002/2003 to \$14.68 in FY 2004/2005. Systemwide, the subsidy per passenger increased from \$4.81 in FY 2002/2003, to \$5.56 per passenger in FY 2004/2005.

Passengers served per hour is tracked by MTA, and used as a performance standard. While rural standards are lower than urban for passengers served per hour, the 2.3 passengers served per hour on Route 95 is the lowest in the system, and is down from 2.9 in FY 2002/2003. The 2.3 passengers per hour is also below MTA standards, as discussed below. Systemwide, 8.7 passengers are carried each hour. Route 75 carried an average of 3.8 passengers per hour in FY 2004/2005.

**TABLE 13: Operating Revenue for Mendocino Transit Authority**

Description	Budget: FY 2003/04		Budget: FY 2004/05	
	Dollars	% of Total	Dollars	% of Total
<b>Operating Revenue</b>				
Fares	500,777	17.3%	458,154	15.8%
Contract Service Revenue	78,093	2.7%	93,706	3.2%
Charters	0	0.0%	0	0.0%
Display Ads	15,000	0.5%	15,000	0.5%
Sonoma County Participation	97,850	3.4%	110,000	3.8%
<b>Total Operating Revenue</b>	<b>691,720</b>	<b>23.9%</b>	<b>676,860</b>	<b>23.4%</b>
<b>Other Revenue</b>				
TDA -- Operations	1,819,032	62.9%	1,873,587	64.7%
STA -- Operations	0	0.0%	0	0.0%
State Planning Grant	600	0.0%	600	0.0%
Fed. Section 5311 Operating Grant	150,000	5.2%	148,991	5.1%
Fed Operating Grant -- Other	86,000	3.0%	74,000	2.6%
Fed. Sect. 26a Planning Grant	59,315	2.1%	29,658	1.0%
Senior Center Admin/Dispatch	29,903	1.0%	30,473	1.1%
Maintenance Labor Revenue	42,000	1.5%	45,000	1.6%
Rental Income	5,100	0.2%	5,100	0.2%
Other Income	7,000	0.2%	9,600	0.3%
<b>Total Other Revenue</b>	<b>2,198,950</b>	<b>76.1%</b>	<b>2,217,009</b>	<b>76.6%</b>
<b>TOTAL REVENUE</b>	<b>2,890,670</b>		<b>2,893,869</b>	
<b>OPERATING EXPENSES</b>				
Transportation	2,149,322	69.5%	2,123,364	69.5%
Maintenance	375,443	12.1%	379,131	12.4%
Administration	569,646	18.4%	550,659	18.0%
<b>Total Operating Expenses</b>	<b>3,094,411</b>		<b>3,053,154</b>	
Net Gain/(Loss) Operatings	(203,741)		(159,285)	
Interest (Income)/Expense	(12,000)		(10,000)	
Net Income / (Loss) before Depreciation	(191,741)		(149,285)	
Source: LSC Transportation Consultants, Inc. Redwood Coast Provider Tables.xls 0				

Item	2002-2003			2003-2004			2004-2005 <sup>1</sup>		
	Rt. 75	Rt 95	System	Rt. 75	Rt 95	System	Rt. 75	Rt 95	System
Fare Revenue	\$18,007	\$26,326	\$567,673	\$12,963	\$24,142	\$547,032	\$12,762	\$22,469	\$483,121
Passengers	12,068	10,082	449,010	9,294	8,021	448,258	8,271	7,228	406,062
Service Hours	2,584	3,454	51,453	2,403	3,468	52,427	2,189	3,190	46,895
Paid Hours	n/a	n/a	n/a	2,865	4,040	59,804	2,501	3,687	52,667
Service Miles	n/a	n/a	n/a	54,913	77,194	903,340	51,228	70,927	793,777
Mileage Costs	n/a	n/a	n/a	27,693	38,872	498,019	30,034	41,547	497,501
Hourly Costs	n/a	n/a	\$1,213,187	\$62,563	\$88,247	\$1,305,212	\$56,790	\$83,703	\$1,195,716
Direct Costs	n/a	n/a	\$233,194	\$8,498	\$19,107	\$245,021	\$8,007	\$18,744	\$244,497
Indirect Costs	n/a	n/a	\$832,582	\$41,343	\$61,316	\$857,926	\$39,358	\$59,657	\$803,520
Total Costs	\$140,336	\$190,084	\$2,727,839	\$140,098	\$207,541	\$2,906,178	\$134,188	\$203,651	\$2,741,233
Hourly Rate	\$54.31	\$55.03	\$53.02	\$58.29	\$59.84	\$55.43	\$61.31	\$63.84	\$58.45
Passengers/Hr	4.7	2.9	8.7	3.9	2.3	8.6	3.8	2.3	8.7
Farebox Ratio	12.8%	13.8%	19.0%	9.2%	11.6%	18.8%	9.5%	11.0%	17.6%
Subsidy/Psgr	\$10.14	\$16.24	\$4.81	\$13.68	\$22.86	\$5.26	\$14.68	\$25.07	\$5.56
Average Fare	\$1.49	\$2.61	\$1.17	\$1.39	\$3.01	\$1.22	\$1.54	\$3.11	\$1.19
Rev. /Svc Hour	\$6.97	\$7.62	\$11.03	\$5.38	\$6.96	\$10.43	\$5.83	\$7.04	\$10.30

Note 1: 2004-2005 through May, 2005--eleven months only.  
Source: MTA, summarized by LSC Transportation Consultants, Inc.

Redwood Coast Provider Tables.xls



## **MTA Staffing**

MTA staff currently consists of 62 MTA employees. The administration includes a General Manager, a Manager of Planning and Marketing, and a Manager of Finance and Personnel. Operations are managed through the Transportation Manager, who reports directly to the General Manager. The South Coast Bus Service and other outlying services have front line supervisors to coordinate and manage day-to-day operations. A Maintenance Manager, who also reports directly to the General Manager, handles maintenance separately.

MTA hires full-time, part-time, and casual bus operators. A full-time employee is guaranteed a minimum of 32 hours per week. Part time employees are guaranteed 20 hours per week. Casual employees are not guaranteed a weekly minimum and generally work as relief operators or are regularly scheduled to shifts that do not guarantee a 32-hour minimum. MTA has successfully employed casual employees for routes such as the 65, 75, and 95. In some cases, the casual operators are assigned to these routes one or two days a week. The South Coast Service Supervisor also serves as a back-up operator if there are no operators available.

## **Vehicle Fleet and Facilities**

MTA has a total fleet of 43 vehicles, 35 of which are operated in regular service. Three vehicles are stored on the South Coast: one for Route 75, one for Route 95, and one back-up vehicle. These vehicles are currently stored at a driver's home in Anchor Bay, but MTA plans to lease a parcel in Point Arena next to the high school in order to store the vehicles.

Formal bus stops have been established along the coastal routes, as shown in the schedules above. Passengers can also flag buses along the designated routes where it is safe to pull over. Shelters and benches are provided at major stops.

## **Performance Standards**

Transit providers must maintain a minimum farebox recovery ratio under TDA guidelines. MTA must officially maintain a 14.7 percent farebox recovery for all of its services, a rate which was established in 1978. In addition, MTA has established its own more stringent standards, which are set by region. Within the urban areas, the farebox recovery ratio is set at 17 percent. On the South Coast, the ratio is 15 percent. MTA also sets a standard of 2.5 passengers per hour for South Coast service, as well as a cost per hour of \$50.00. However, this cost has always been exceeded on the South Coast, instead averaging in the low \$60.00 per hour range. The standards must be met on new services within two years, and must be met halfway within one year.

## **Status for Increased Service and Coordination on the Redwood Coast**

MTA has nearly thirty years of experience in providing transit, ranging from dial-a-ride service, jitneys, charter services, and fixed route service (both intercity and intracity). Also, as the Consolidated Transportation Services Agency, it is a natural choice to be involved in any future transit alternatives, whether it is to facilitate another entity establishing transit service, offer training and coordination assistance, or providing the service itself.

Nonetheless, MTA’s costs have increased significantly recently, forcing the agency to reduce services. Without increased funding, it is hard to envision MTA as able to increase services.

**SOUTH COAST SENIORS, INC. (SCS)**

The South Coast Seniors, Inc. (SCS) provides services to senior citizens and to persons with disabilities, and to others on a “space available” basis. Their services include, but are not limited to, “Meals on Wheels,” providing door-to-door transportation to the centers in Gualala and Point Arena for meals and activities, and providing door-to-door demand-responsive transportation for appointments, shopping, and other community activities. Transportation is offered Mondays, Tuesdays, and Wednesdays, and other days as required. The normal service area is from The Sea Ranch north to Irish Beach (35 miles north of Gualala). Monthly trips are planned to Fort Bragg, Ukiah, or Santa Rosa.

SCS has a director and three employees, including a driver, an assistant, and a cook. SCS operates from the Community Centers in Point Arena and Gualala. Rent for the Point Arena space, the primary operating location, is \$75 per month, while rent in Gualala is \$350 per month for lunch once per week and a small storage/office space.

Transportation service is provided using an eight-passenger 2000 Ford van with a wheelchair lift and one tie-down. On occasion, SCS borrows the CRC van for special events. A suggested fare is charged and payment made on a donation basis for seniors and disabled individuals. The general public pays a fare ranging from \$0.50 locally to \$6.00 for long distance trips (see Table 15).

**TABLE 15: South Coast Seniors, Inc. Fare Schedule**

<b>To Point Arena Center</b>		<b>To Gualala Center</b>	
<u>from</u>	<u>fare</u>	<u>from</u>	<u>fare</u>
Irish Beach	\$1.25	The Sea Ranch	\$0.75
Manchester	\$1.00	Gualala	\$0.50
Point Arena	\$0.50	Anchor Bay	\$0.75
Rancheria	\$0.75	Iversen Road	\$1.00
Iversen Road	\$1.00	Point Arena	\$1.50
Anchor Bay	\$1.25	Rancheria	\$1.75
Gualala	\$1.50	Manchester	\$1.75
The Sea Ranch	\$2.00	Irish Beach	\$2.00
Out of Town Trips (one-way)			
Fort Bragg	\$5.00		
Ukiah	\$6.00		
Santa Rosa	\$6.00		
Fares are suggested for seniors and disabled individuals and required for all other passengers.			
Source: LSC Transportation Consultants, from MTA contract agreement with South Coast Seniors			
Redwood Coast Provider Tables.xls			

In case of an emergency (van breakdown or ill driver), volunteers are used to transport passengers to the Senior Center with a reimbursement of \$0.32 per mile for their private vehicle.

SCS delivers meals to an average of twenty individuals weekly. The congregate meals are held Monday and Wednesday in Point Arena, and Tuesdays in Gualala. Mondays there are between 35 and 45 clients, Tuesday has 55 to 60, and Wednesday has 50 to 60 people. The number of congregate meals served has increased 50 percent in the past five years. Approximately 10 to 15 people walk to the meal site, with the majority driving. The van brings five to six people per week to and from the congregate meals. On average, eight to nine people receive transportation from SCS each week. An additional ten to fifteen round trips are made for the monthly excursions. An estimated 1,500 one-way passenger trips are provided annually.

Table 16 indicates the funding provided to SCS by MTA annually.

<b>TABLE 16: MTA Funding to South Coast Senior Transportation</b>	
1998/1999	\$12,408
1999/2000	\$13,572
2000/2001	\$14,544
2001/2002	\$17,999
2002/2003	\$16,956
2003/2004	
Source: MTA	

### **Status for Increased Service and Coordination on the Redwood Coast**

The South Coast Seniors, Inc. has increased participation in its congregate meal program by 50 percent in the past five years through outreach efforts, showing strong initiative. SCS has expressed some difficulty in serving remote locations where clientele live on dirt roads or have dirt driveways, which is particularly a problem in the winter. Another limitation to providing service is that SCS has only a seven-passenger van, though by borrowing CRC’s vehicle SCS can provide trips for up to fifteen people. However, some special events have required multiple trips to transport seniors. In addition, SCS is limited in the number of people who may be accommodated in the monthly shopping and/or social trips to Santa Rosa. Long-time participants feel they have priority to the service, and new clients often go unserved. While SCS does on occasion borrow the CRC van, the director has expressed that there may be potential to increase efficiency through coordination efforts.

### **COMMUNITY RESOURCES CONNECTION (CRC)**

Community Resources Connection started in 1999 as a telephone referral service for the South Coast Seniors, Inc. CRC gave referrals to individuals seeking services in the community, and

offered a handy-person service wherein volunteers would go to callers' homes to do minor repairs. The majority of phone calls were inquiries regarding transportation services, primarily for medical appointments. Responding to this need, CRC organized a volunteer transportation program offering free transportation to anyone in the region with an "essential need." Approximately 40 volunteer drivers who use their own private vehicles and gasoline provide the transportation. In addition, MTA leases a Dodge Caravan to CRC for \$1.00 per year, which is used for weekly trips to either Santa Rosa or Fort Bragg, also using volunteer drivers. There are approximately eight volunteers who are qualified to drive the van. Van drivers must be fingerprinted and trained.

CRC went from being part of the SCS to receiving administrative oversight from Redwood Coast Medical Services. In 2004, however, CRC became a 501(c)(3) nonprofit corporation. CRC has eleven volunteer Board members who meet on a monthly basis to handle normal Board matters as well as manage the organizations administrative functions. In addition to Board members, CRC has volunteer committee chairs and members who are not on the Board.

The Redwood Coast Medical Services (RCMS), the only local medical clinic in the region, provides for the operating cost of the van (insurance, gasoline, and maintenance). The in-kind service by RCMS includes office space, office expenses including a toll-free phone number and insurance, maintenance and gasoline for the van. Approximately 60 RCMS clients use the van service annually.

In addition to costs covered by the RCMS, the projected cash outlay for 2005 is approximately \$5,000. This covers the cost for the Directors and Officers and General Liability Insurance. Cash contributions are received from clients, the general public, and board members, which pays for office supplies (a year-end appreciation dinner is hosted through donations). CRC has requested endowment of \$31,431 from The California Endowment, which is just a third of their estimated transportation costs of \$91,216 (see Table 17). Nearly half of the request would go towards a digital fingerprint scanner for driver screening. The volunteer time is estimated to be worth \$31,500, based on an hourly rate of \$10.00. These cost estimates may be used in estimating costs of service alternatives later in this project.

CRC provides approximately 1,100 one-way passenger trips annually: 760 local (less than 20 miles round trip) and 240 to Fort Bragg or Santa Rosa (110 to 170 miles round trip). Passengers call CRC Monday through Friday between noon and 4:00 p.m. to schedule trips, with 48-hour advance notice required. Most of the trips are for medical or dental appointments, or for other errands for daily living, including grocery shopping. Phone volunteers who arrange the trips encourage the passenger to make efficient use of the service by completing several errands in one trip rather than scheduling trips on multiple days.

In total, CRC volunteers donate over 3,150 hours per year, driving more than 26,200 miles in their personal vehicles and another 6,500 miles in the van.

<b>Table 17: CRC Estimated Costs and Endowment Request</b>		
<b>Items</b>	<b>Total Project Budget</b>	<b>Total Request to The Endowment</b>
<b>Personnel</b>		
CRC Volunteers - 3,150 hours x \$10.00	\$31,500	\$0
<b>Subtotal</b>	\$31,500	\$0
<b>Operating Costs &amp; Equipment</b>		
Advertising (English/Spanish) Newspaper and Radio	\$2,808	\$2,808
Update and Print CRC Brochures in English/Spanish	\$1,605	\$1,650
Containers for Grocery Delivery Program	\$900	\$900
Office Equipment	\$1,700	\$1,700
Operating Costs (rent, insurance, gasoline, telephone, etc.)	\$11,050	\$0
Office Supplies	\$1,450	\$250
Partial Milage Reimbursement (gasoline @ \$0.15/mile)	\$13,498	\$2,898
Fund Development (Consultant and/or Grant Writer)	\$3,000	\$3,000
Independent Contractors (Spanish Interpreter and Admin. Asst.)	\$1,368	\$1,368
Digital Fingerprint Scanner for "Live Scan" Driver Screening	\$14,000	\$14,000
<b>Subtotal</b>	\$51,379	\$28,574
<b>Total Direct Costs</b>	\$82,924	\$28,574
<b>Overhead (10% of direct costs)</b>	\$8,292	\$2,857
<b>GRAND TOTAL</b>	<b>\$91,216</b>	<b>\$31,431</b>
Source: LSC Transportation Consultants, Inc. & Action Network		Redwood Coast Provider Tables.xls

### **Status for Increased Service and Coordination on the Redwood Coast**

In these current times of financial constraint, CRC appears a particularly attractive choice for providing transportation services in the Redwood Coast region. CRC provides a flexible service with personalized attention to the clientele, and the volunteers gain from the satisfaction of performing a useful service. However, it is not without problems. There are approximately 70 volunteers for CRC, 40 of whom are drivers. Volunteers tend to serve for about six years. Many of the volunteers themselves are elderly, with some of them eventually becoming clients of CRC. In addition, volunteers often lose enthusiasm and drop out of the program. Recruiting volunteers is therefore a constant necessity.

Increasing CRC's role in providing transportation in the region is a fine balance. Most of the volunteers seek satisfaction in the fact that they are performing a valuable community service. If a van driver were hired to increase the level of service provided, volunteers might feel less valued and volunteerism might decrease.

## **TRIBAL TRANSPORTATION**

The Manchester-Point Arena Band of Pomo Indians operates a clinic on the Rancheria. The tribe has one medical transport van and one senior van. The medical van is available for Tribal members only (approximately 220 individuals) and brings individuals to appointments as needed. The specialist appointments are usually located in Fort Bragg, Ukiah, or Santa Rosa. The senior van is available to the elderly for errands and congregate meals, which are provided at the Rancheria. Meals are also delivered to the elderly using the van. Each vehicle has a dedicated driver.

## **SCHOOL TRANSPORTATION**

Point Arena school district provides transportation to students in preschool through high school. Three 84-passenger buses serve the district, providing an average of 480 passenger trips per school day. There are three routes: the Ridge Run (serving the Ridge above Gualala), the Annapolis/Sea Ranch run, and the Manchester run. The service area is from Sea Ranch to Galletti Ranch (north of Manchester and south of Irish Beach).

Horicon Elementary School District also provides transportation for approximately 60 students. The East Route serves Annapolis Road to Kendall Jackson winery, and the West Route serves Annapolis Road to Bower Park.

## **OTHER TRANSPORTATION PROVIDERS**

### **Sonoma County Transit**

Sonoma County Transit contracts with MTA to provide transit on the Redwood Coast. Under this agreement, Sonoma County pays 56 percent of the operating cost of Route 95, which is analyzed above.

Sonoma County Transit does not provide service directly to the study area, though service is provided just south of the study area from Santa Rosa to Bodega Bay and Jenner on weekends only in the summer. Besides serving the coastal communities of Jenner and Bodega Bay, Route 29 serves Doran Regional Park and the Sonoma Coast State beaches. Ridership among hikers accessing trailheads has increased this summer. Ridership is between 500 and 900 passenger trips annually.

### **Santa Rosa Transit**

Santa Rosa Transit operates fixed route service which can be accessed by MTA Route 95 at the 2nd Street Transit Mall in Santa Rosa. However, most Route 95 passengers prefer to complete their trips with the Route 95 driver. Paratransit service is also available in Santa Rosa, but it is limited to those who cannot use fixed route service, so it would not be available to passengers arriving on Route 95. However, Santa Rosa Transit does offer a “bus buddy” program. Passengers over the age of 65 may receive training on using the fixed route service. A trainer

will help the passenger select a route to his or her destination, and will ride with the senior on their first trip and assist them with boarding and alighting.

Santa Rosa Transit accepts transfers from Golden Gate Transit and Sonoma County Transit.

### **Amtrak**

Amtrak Thruway buses depart from the 2nd Street Transit Mall in Santa Rosa four times daily between 6:00 a.m. and 4:10 p.m. However, the buses are all routed through Martinez, which is nearly a two-hour trip, before heading to locations such as Emeryville in the East Bay.

Therefore, Amtrak Thruway service is not a convenient means of travel to and from the Bay Area. In addition, Amtrak Thruway service is only available to passengers making connections to rail service in Martinez – as a result, this service is not available for a trip solely along the US 101 corridor.

### **Greyhound**

Greyhound buses depart the Santa Rosa transit mall northbound (to Eureka/Arcata) at 5:10 p.m. and southbound (to Oakland) at 11:05 a.m. and 3:15 p.m. Buses arrive from the north at 3:05 p.m., and from the south at 10:50 a.m. and 5:00 p.m. Due to the limited schedule, Greyhound service is only of limited value to Redwood Coast passengers.

### **Golden Gate Transit**

Golden Gate Transit operates three commuter routes and one regular route between Santa Rosa and San Francisco. There are 17 morning commuter runs between 3:30 a.m. and 9:00 a.m. and an equal number of return runs between 4:30 p.m. and 7:30 p.m. In addition, Route 80 operates between Santa Rosa and San Francisco on hourly headways. Individuals traveling from the Redwood Coast region therefore can use this service to complete long distance trips to the Bay Area. Due to the limited schedules and long travel times, a round trip between the Redwood Coast and the Bay Area requires an overnight stay.

## **SUMMARY OF TRANSPORTATION DATA**

Table 18 presents a summary of the available transportation data. As the table shows, an estimated 18,220 one-way trips are provided annually through the existing Redwood Coast providers, not including School District service or Tribal transportation. Approximately 73 trips are provided on a typical weekday. There are four vehicles currently utilized for public transportation in the Redwood Coast region (plus one back-up), as well as many as 40 vehicles in volunteer service. The available data on operating costs of the services provided suggests that nearly \$325,000 in public funds are expended annually on public transportation services.

**TABLE 18: Transportation Providers in the Redwood Coast Region**

Provider	Service Description	Public Funding <sup>1</sup>	Annual Ridership	# of Vehicles
<b>Redwood Coast</b>				
Mendocino Transit Authority	2 fixed routes	\$302,600	15,500	3
Community Resource Connection	Weekly van service. Medical transportation by volunteers, as needed.		120 1,100	1 40
South Coast Seniors	Demand Response to congregate meals M-W; as needed weekdays.	\$17,000	1,500	1
<b>Total Coast Service</b>		<b>\$319,600</b>	<b>18,220</b>	<b>45</b>
<b>Surrounding Area</b>				
Mendocino Transit Authority	FR, DR		406,062	43
Sonoma County Transit	FR		1,390,876	68
Santa Rosa Transit	FR, DR		n/a	n/a
Amtrak	FR		n/a	n/a
Greyhound	FR		n/a	n/a
<p>Note 1: MTA funding includes total cost for the routes, minus fare revenue.                      Type of Service: FR = Fixed Route; DR = Demand Response                      Source: LSC Transportation Consultants, Inc.</p>				
Redwood Coast Provider Tables.xls				

## AGENCY ROLES

### Regional Transportation Planning Agency (RTPA)

The Mendocino Council of Governments (MCOG) serves as the RTPA for Mendocino County. As such, MCOG monitors MTA service performance and compliance with the State’s Transportation Development Act (TDA) unmet needs process and farebox recovery requirements.

MCOG has established a Transit Productivity Committee (TPC) to set and evaluate performance standards in four categories, with specific standards varying by the type of service (rural, urban, dial-a-ride, fixed route, etc.):

1. Farebox recovery ratio
2. Passengers per revenue hour
3. Operating cost per revenue hour
4. Operating cost per passenger.



The TPC meets annually to review and, if necessary, amend these performance standards. Representation on the TPC includes two MCOG Board members, two MTA board members, and a senior center representative. MCOG and MTA staffs provide administrative support and serves as technical advisors to the TPC.

The RTPA for the Sonoma portion of the project area south of the county line at the Gualala River is the Metropolitan Transportation Commission. Headquartered in Oakland, the MTC oversees transportation funding and planning for the nine-county Bay Area.

### **Consolidated Transportation Planning Agency (CTSA)**

The Social Service Transportation Improvement Act (California Government Code 15951) is legislation with an original intent to encourage consolidation of social service transportation providers, which resulted in the formation of many Consolidated Transportation Service Agencies (CTSAs) throughout the state. MCOG designated Mendocino Transit Authority as the CTSA in Mendocino County on December 7, 1981. As the CTSA, MTA has submitted inventory forms of Social Service Transportation agencies (both public and private), as well as Action Plans. The Action Plan established two objectives:

- To find methods of reducing operating costs through coordination between two or more agencies which would not reduce the quality or level of service; and
- To determine methods of coordination that would enhance the level of service provided without increasing costs.

The Action Plan outlines various means to achieve these objectives, such as coordination of driver training, travel-training for ADA program recipients, review of social service agency budgets to maximize use of funding sources, and provision of operating subsidies (for the senior centers).

The Sonoma County Transportation Authority was formed as a result of legislation passed in 1990. The SCTA serves as the coordinating and advocacy agency for transportation funding for Sonoma County, an amount of approximately \$60,000,000 annually.

The SCTA is governed by a twelve-member Board of Directors. Nine of these members are chosen from the Councils of the nine incorporated cities or towns, and three are chosen from the County Board of Supervisors. The Authority holds public meetings on the second Monday (except holidays) of each month at the Sonoma County Planning Commission hearing room in Santa Rosa.